

DUTCH
FASHION
AWARDS '12



CONTENTS

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INTRODUCTION

“Fashion has an obligation to express the pulse of the times. To search in the constant turmoil of economic tides and shifting balances in the creative industries, and come up with something light, something that smells like renewal or at least a presage of that which has not yet been expressed, but is merely a smell in the air.”

The annual Dutch Fashion Awards ceremony is a celebration moment for Dutch fashion, initiated by the Dutch Fashion Foundation in 2007. Starring the best of Dutch fashion, it is created to assemble the Dutch fashion field and to boost innovative design. The Dutch Fashion Awards call the attention of the international fashion industry to the highest level of Dutch fashion talent and connects fashion creativity with commerce. This 6th edition will take place on November 30th 2012 at the Grote Kerk in The Hague and focuses on the theme ‘renewal’; the very dynamic that drives the fashion phenomenon and which perfectly fits the zeitgeist of 2012.





FOREWORD

DUTCH FASHION FOUNDATION

“Last year we proudly celebrated the first lustrum of the Dutch Fashion Awards with all the expected grandeur. For this year’s edition however we choose to return to the way the Dutch Fashion Foundation once started out: small, intimate, exclusive and pioneering. We shook the cards and let them land at places where we also hope to surprise ourselves. To each time take on the challenge to reach the highest possible; that is what fashion also entails. Together with the jury members, sponsors and creative partners who always work wonders backstage, I look forward to this special edition; a suitable salute to the continuous high quality of the new generation Dutch fashion talent.”

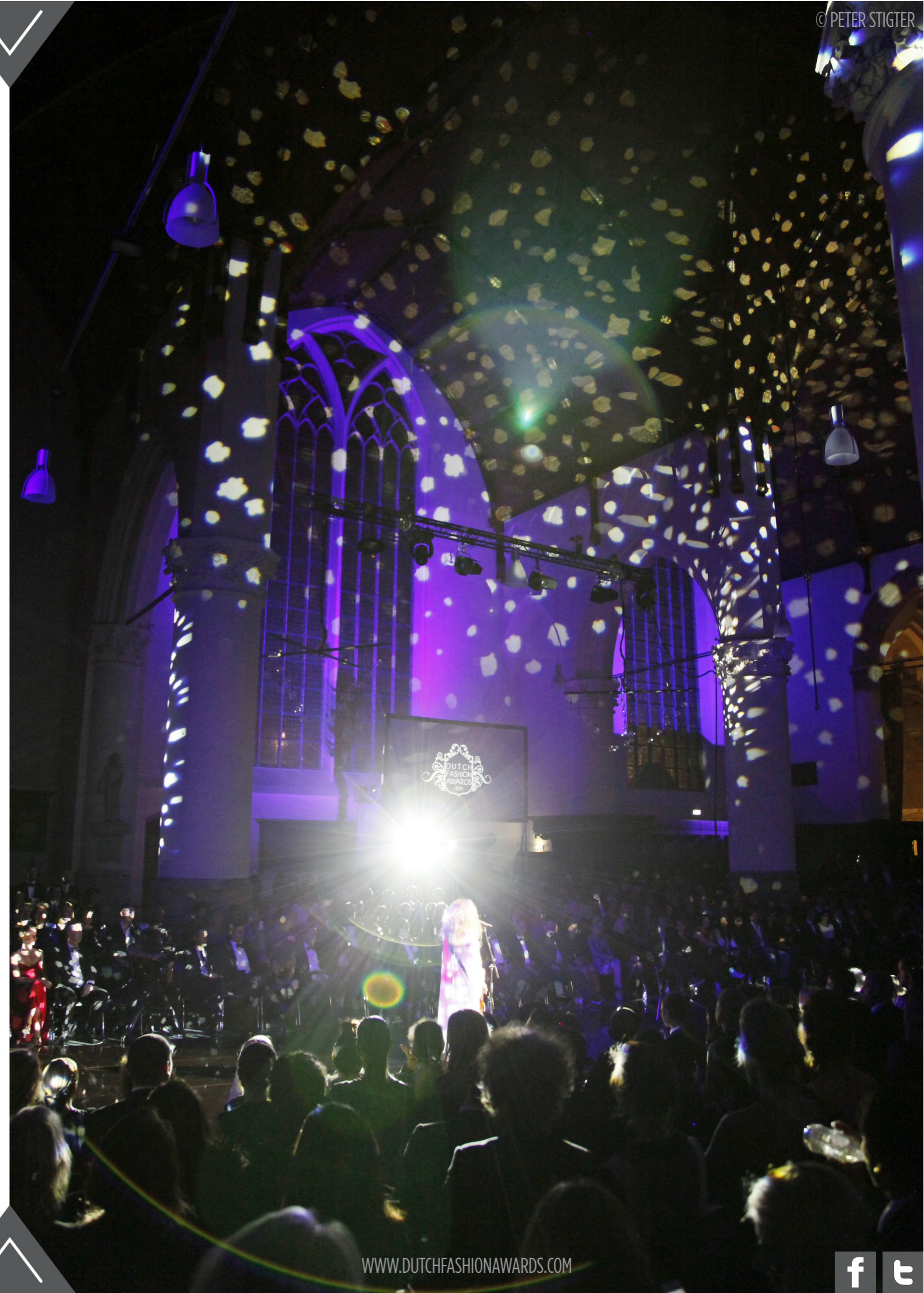
Angelique Westerhof

*director Dutch Fashion Foundation and
initiator Dutch Fashion Awards*

THE AWARDS

Several awards will be presented on the evening of November 30th. There is the much desired Mercedes-Benz Dutch Fashion Award with a financial reward of 25.000 euro, which is regarded as the main award, but there are more. The Dutch Fashion Awards consist not only of financial injections but also of substantial in-kind contributions from the national and international industry. There is a growing interest from organisations, companies, institutes, agencies and platforms to share their expertise and to support the nominated designers through channels and products that are of essential value to the realisation of the designers national and international business objectives.

On the next pages the diversity of the **7 awards** will be highlighted.





DUTCH FASHION ICON HOMME & DUTCH FASHION ICON FEMME 2012

The designers chosen by the Academy of Dutch Fashion Design in the first round of the nomination procedure, have together chosen their favourite male and female Dutch Fashion Icons. It is a collective voice of the designers, an homage to the muses and Dutch fashion wearers and a respected acknowledgement within the Dutch fashion scene.

DUTCH FASHION INCUBATOR AWARD 2012

The winner of the Dutch Fashion Incubator Award 2012 will receive two sale seasons at the Margreeth Olsthoorn store in Rotterdam. Margreeth Olsthoorn sells high-end fashion brands for woman and men chosen with love and integrity by Margreeth herself.

Margreeth Olsthoorn stands for highend fashion, avant-garde and conceptual design, but also identifies herself with new and classical, young and established, rough or refined, all within high quality standards. This added with her own taste, experience, knowledge, vision, an experienced staff next to her and a lot of personal attention for the clients brings it all together as a whole.

[More information about Margreeth Olsthoorn >>](#)





LOOKING BACK DUTCH FASHION INCUBATOR AWARD 2011

Last year, Hyun Yue won the Dutch Fashion Incubator Award 2011 with his menswear label ADO LES SCENTS. He was guides in the production of the capsule collection 'Wanna Be High' that was developed exclusively for De Bijenkorf department store and sold in a temporary pop-up store within De Bijenkorf in April 2012. This refined collection, focused on the Dutch consumer, was made with minimalistic details and a clean cut in materials of wool, silk, cotton and jersey.

Hyun Yue on winning the Dutch Fashion Incubator Award 2011:
 "Winning the award gave me lots of opportunities. I learned many things in the process of delivering to De Bijenkorf: working with the buyers, the logistics, the material of the garments, but also payment and merchandising: delivering and displaying it really in the store! It was a new experience, now I learned how it really works. I missed out on these thing before because I did not know. Now thanks to winning this award, I am fully prepared."

FAIR LUXURY AWARD 2012

The Fair Luxury Award will be granted to the designer who is the most successful in striking a balance between the Three P's: People, Planet and Profit. The Fair Luxury Award is the result of collaboration between the Dutch Fashion Foundation and SeeMe, a fair luxury brand created in 2011 to the benefit of victims of domestic violence. The award represents a value of 10.000 euro, of which 1.500 euro is a cash prize. The remaining 8.500 euro allows the winning designer to develop products in collaboration with the incredibly skilled women working for KEID in Turkey. KEID is an organisation at work in the slums of Ankara, at the socio-economic insertion of victims of domestic violence and disadvantaged women.

The Fair Luxury Award is installed with the aim to bridge the luxury industry, which includes high fashion, with the fair trade movement. It is born out of the conviction that it is high time for the luxury industry to embrace and adopt a fair and sustainable code of conduct, both in production and trade, in order to create products that not only look good, but also feel good for all involved.

[More about the Fair Luxury Award 2012>>](#)





DUTCH TOUCH PARIS AWARD 2012

The Dutch Touch Paris Award 2012 consists of five prizes. This consortium award is to give one designer the support that he or she deserves in the entire chain of fashion. All the partners that are part of this award are strengthening each other but are unique representors in their segment of the chain.

The **1st prize** is provided by Carnet de Mode, offering the winner the opening of his/her mini-store on its platform to showcase and sell the collection for at least one season to Carnet de Mode's French and international customers, with exposure on its blog, newsletter with 100.000 members and its social media pages which have more than 20.000 fans. Carnet de mode is the Parisian internet based fashion temple which offers an international showcase of tomorrow's most talented designers.

[More information on Carnet de Mode >>](#)

The **2nd prize** is by virtual B2B fashion platform Le New Black, which tailors to cutting-edge brands and influential buyers. Le New Black sponsors a yearly registration for the winner of the Dutch Touch Paris Award 2012 on Le New Black, with a value of 3.000 euro, to optimise its international sales potential through an innovative and unique tool. The winning designer will benefit from a private B2B online showroom with the ability to showcase an unlimited number of styles per collection, plus all color and material options. He/she will be exposed to a network of 1400 selected buyers from 80 countries and will have their own personal link to send to buyers and sales prospects.

[More information about Le New Black >>](#)

The **3rd prize** is international publicity and exposure in WAD Magazine, the renowned fashion magazine that focuses on the new urban and street movement. WAD Magazine counts 300 pages and has a world-wide circulation of 200.000 copies.

[More information on WAD Magazine >>](#)

The **4th prize** is offered by the internationally well-known and renowned French department store Galeries Lafayette in Paris. Historically and profoundly committed to the development of fashion talent, the group Galeries Lafayette accompanies young fashion talent and offers to do so also with the winner of the Dutch Touch Paris Award 2012.

[More information on Galeries Lafayette >>](#)

The **5th prize** is provided by TRANOÏ, offering the winner of the Dutch Touch Paris Award two seasons at the TRANOÏ trade fair in Paris. The Dutch Fashion Foundation and TRANOÏ have collaborated together for the Dutch Touch Paris campaign since March 2011, with the focus to support Dutch designers in bringing their labels to the French and international market.

[More information on Tranoi >>](#)



INTERNATIONAL FASHION INCUBATOR AWARD 2012



The International Fashion Incubator Award 2012 is awarded to the designer that shows the most creativity and has the most outstanding and unique signature. This year the International Fashion Incubator Award consists of no less than five prizes. The this consortium award is to give one designer the support that he or she deserves in the entire chain of fashion. All the partners that are part of this award are strengthening each other but are unique representors in their segment of the chain.

The **1st prize** is a financial injection of 4.000 euro from the renowned showroom Studio Zeta to increase the sales potential of the winning label, for the designer for travel and expenses or free to use. Studio Zeta is situated in Milan and its roots in the Italian fashion industry go back 30 years.

[More information about Studio Zeta >>](#)

The **2nd prize** is offered by the prestigious Italian BIFFI boutiques and their Spazio Genova showroom in Milan, providing the winner with showroom space and sales support for two consecutive seasons, a prize that corresponds to a value of 8.000 euro. Spazio Genova is an international showroom for 'selected brands and selected buyers'.

[More information about BIFFI/Spazio Genova >>](#)

The **3rd prize** is provide by the modern trade fair Pitti Immagine in Florence, offering the winner of the International Fashion Incubator Award one season at Pitti W in Florence and one season at the Super fair held at the Nhow Hotel in Milan.

[More information about Pitti Immagine >>](#)

The **4th prize** is a software package provided by Gerber Technology which enables the designer to a more efficient design process. For 25 years, Gerber Technology has helped tens of thousands of companies, educational institutions and government organisations around the world design and grade patterns more efficiently and create optimised markers with the AccuMark and YuniquePLM software systems.

[More information about Gerber Technology >>](#)

The **5th prize** is the winners label being taken up and highlighted on the world's leading designer platform NOT JUST A LABEL, focused on showcasing and nurturing today's pioneers in contemporary fashion.

[More information about NOT JUST A LABEL \(NJAL\) >>](#)



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LOOKING BACK INTERNATIONAL FASHION INCUBATOR AWARD 2011

Aside from winning the Mercedes-Benz Dutch Fashion Award 2011, Conny Groenewegen also won the International Fashion Incubator Award 2011. The International Fashion Incubator Award 2011 was offered by the renowned Italian BIFFI boutiques and their Spazio Genova showroom in Milan. Conny Groenewegen's label CG was hosted in the Spazio Genova showroom during two consecutive sales seasons, a prize that corresponds to a value of 8.000 euro. The CG label was offered showroom space and support during the entire sales campaign for the A/W 2012-2013 and S/S 2013 season.

MERCEDES-BENZ DUTCH FASHION AWARD 2012

The Mercedes-Benz Dutch Fashion Award is presented to the Dutch fashion design label most likely to succeed in bringing its label onto the international market. The winner of the Mercedes-Benz Dutch Fashion Award will receive a financial reward of 25.000 euro which will enable the label to take further steps in the international fashion industry. Mercedes-Benz also offers the winner the opportunity to show his or her collection on the main stage of the Mercedes-Benz Berlin Fashion Week.





Dutch Fashion Awards 2011

LOOKING BACK MERCEDES-BENZ DUTCH FASHION AWARD 2011

Last year Conny Groenewegen won the Mercedes-Benz Dutch Fashion Award 2011. She impressed the jury with her 'soft tech' knitwear label CG, which according to the jury showed a perfect balance between traditional craftsmanship and innovation. The jury spoke of her talent as being 'the blood and oxygen to the fashion industry', and the kind of talent they would do anything for to guide as she enters the European fashion marketplace. During the Dutch Fashion Awards 2012 she will present a new collection she has created with the financial injection of 25.000 euro she received to develop her label further.




NOMINATION

To become nominated for the Dutch Fashion Awards, the criteria are that the designer:

- *graduated from a recognised (inter-)national fashion academy.*
- *owns the Dutch nationality, or has been living and working in the Netherlands for at least 5 years.*
- *runs his or her own registered enterprise.*
- *has developed at least five collections under his or her own label.*
- *shows a striking talent creating a fashion label with distinguished style and knows to present this convincingly.*
- *is nominated by at least 3 members of the Academy of Dutch Fashion Design.*
- *has already taken strategic steps onto the international fashion market.*

In order to guarantee an objective and independent vote, the Dutch Fashion Foundation has invited a select group of national decision makers and key-players in fashion to serve on the Academy of Dutch Fashion Design. The Members of the Academy of Dutch Fashion Design, including the winners of all previous editions of the Dutch Fashion Awards, each listed their individual top 10 of most promising Dutch fashion designers, resulting in a pre-selection of 45 designers. For the 2012 edition of the Dutch Fashion Awards this criteria check resulted in a list of 5 eligible designers.



ANNE
DE
GRIJFF

“I see garments as part of a line; a line that I am trying to rearrange and interrupt until unexpected grades and new shapes appear.”

Anne de Grijff (1978) started her women’s ready-to-wear label in 2008, five years after graduating from AmFI (Amsterdam Fashion Institute). Anne de Grijff’s contemporary elegant looks in an austere colour palette with lots of black and nude shades possess a pronounced personality caused by long fluid lines that are both clear and complex. The label innovates mainly by evolving its own design idiom with ingenious pleating and folding techniques and the many layers giving volume to favoured materials such as fine leather and jerseys, pure wool and washed silk. The Anne de Grijff label is sold internationally at Hendrik Vibskov stores and Thecorner.com by YOOX, and in the Netherlands at key retailers such as Arnhem Coming Soon, Margreeth Olsthoorn, Cobra, Sprmrkt and Kabinet.



Anne de Grijff: “My label has been evolving by a continuous process of reflection, on previous collections and the communication around the brand. It has made me very conscious of the essence of my label, which in turn informs the new collections. My work has gained in accuracy. Concept, vision and communication are the main focus points for the next two seasons in which I expect the label to grow stronger by its expansion with a menswear line and accessories. In the next few years I will be building on these decisions and the label’s national and international presence.”

[More information about Anne de Grijff >](#)

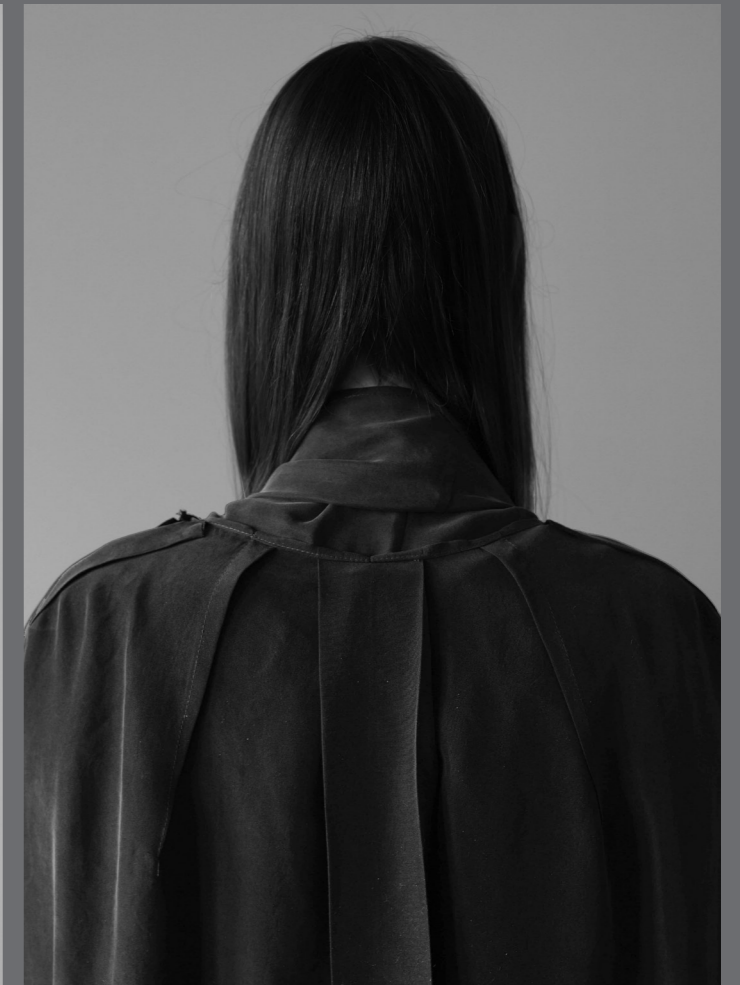
[Visit Anne de Grijff’s Facebook page >](#)

[Anne de Grijff is sold at the online Henrik Vibkovs boutique >](#)

[Interview with Anne de Grijff by Overdose.am >](#)

[FashionUnited.nl talks to Anne de Grijff about starting her label >](#)

[See more videos of Anne de Grijff >](#)





ELSIEN GRINGHUIS

“Studio Elsien Gringhuis in its essence is the sum of high end fashion plus sustainable innovation plus common responsibility.”

Elsien Gringhuis (1980) graduated Cum Laude from the Arnhem academy ArtEZ in 2008. One year after her graduation she launched her label during Amsterdam Fashion Week. Elsien Gringhuis' womenswear is described to 'maximise the minimum' as she develops innovative patterns that leave as little material as possible going to waste. She is passionate about introducing new definitions for craftsmanship, innovation and sustainability. Her up-to-date design vocabulary with clean, functional shapes and inventive architectural constructions express themes drawn from modern life. Elsien Gringhuis has been presenting her collections at Amsterdam Fashion Week as well as in Paris and Berlin.



Elsien Gringhuis: “The last three years we have been working on the fundamentals of the label Elsie Gringhuis making both the collection and the company healthy, functional and sustainable. We currently have seven points of sale in The Netherlands and Belgium and manage to break even. As for our social responsibilities we are in a research phase for a documentary about the mountain of fashion waste and what to do with it. We are looking into the modern textile chain and searching for alternative ways to deal with the garment surplus.”

[More information about Elsie Gringhuis](#) >

[Visit Elsie Gringhuis' Facebook page](#) >

[Elsie Gringhuis is highlighted at VOGUE.nl](#) >

[Elsie Gringhuis – Urge S/S 2012 collection](#) >

[Meet your scarf - Elsie Gringhuis created a fair-trade scarf especially for concept store Charlie + Mary](#) >

[The scarf is sold at the Charlie + Mary online store](#) >



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MATTIJS VAN BERGEN

“I am thrilled to show my new collection for summer 2013 to this Award’s audience of key press and top fashion industry guests. It will be the collection’s Dutch launch: a real scoop!”

Mattijs van Bergen (1980) studied fashion at ArtEZ in Arnhem, and continued at Central Saint Martins College in London from where he got his Masters degree in 2007. In 2008 he launched his label MATTIJS. His glamorous neo-classical style is characterised by his sculptural use of pleating, refined handcraft and innovative detailing. Per season he also designs a matching collection of copper and brass jewellery and belts. In October this year Mattijs presented his spring summer 2013 collection at the SALON/Istanbul manifestation, where also his second collaboration with shoe brand United Nude debuted on the catwalk.



Mattijs van Bergen: “I have invested the past five years in the creative development of my label Mattijs, which has become increasingly visible. Both national media as well as quite some international ones have been featuring my work as I made my first steps abroad with presentations in China, Turkey and England. Also on sales level the label has sought to evolve over the past five years resulting in a much clearer vision on what makes a good sales collection and strategy. The coming seasons I will be focusing on furthering these developments with my manufacturer as well as acquiring more points of sale and marketing the label.”

[More information about Mattijs van Bergen >](#)

[Visit Mattijs van Bergen's Facebook page >](#)

[Find Mattijs van Bergen on Twitter >](#)

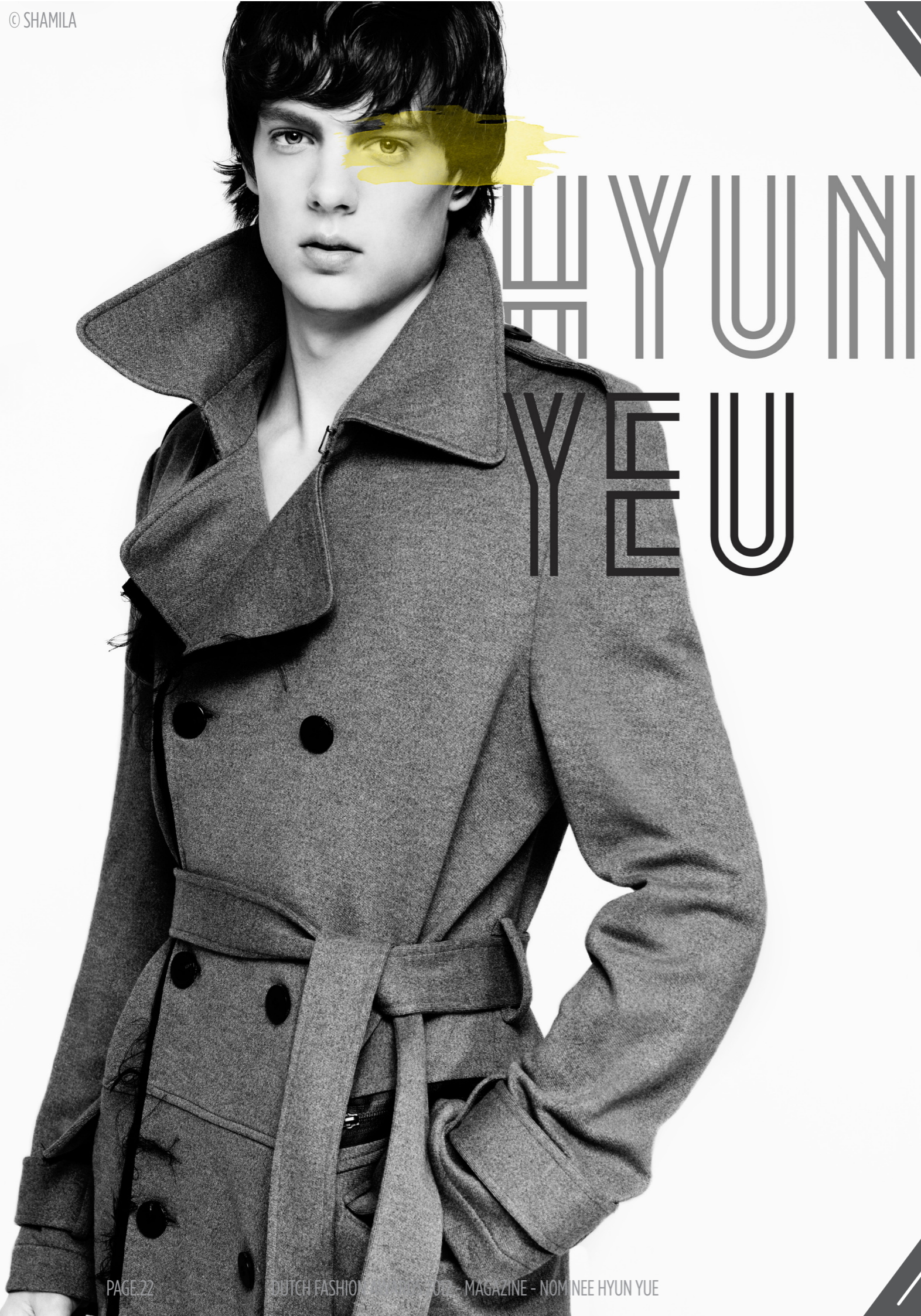
[Mattijs van Bergen is a blogger for ELLE.nl >](#)

[BLEND Magazine highlights Mattijs van Bergen >](#)

[MATTIJS A/W 2012-2013 London Fashion Week catwalk show >](#)

[The Untitled Magazine interviews Mattijs van Bergen in London >](#)





HYUN YU NI YE U

“With ‘ADO LES SCENTS’ I look to mix strict menswear tailoring with sporty elements, a touch of humour or unexpected colour. I create the wardrobe for modern men; young at heart but radically elegant.”

Hyun Yeu (1974) was born and raised in Korea and after obtaining a bachelor degree in Business Management from the University of Technology in Sydney he arrived in Amsterdam to study fashion design at the Gerrit Rietveld Academy. Following his graduation in 2008, Hyun Yeu won the prestigious national Frans Molenaar competition in 2009, which marked the start of his high-end menswear label ADO LES SCENTS. His elegant, high-quality menswear with innovative shapes and fabrics, often sourced and produced in his region of origin, addresses young-minded men, not afraid to stand out and show their vulnerable side.



Hyun Yue: “Young men today have outgrown the kind of mass stereotyping we know from earlier decades. Now you can be everything, macho and gay, corporate and loose, all integrated into unique hybrid personalities. I don’t think men should wear skirts or complex drapery, but they can show their vulnerability. I do modern tailoring using high quality materials, with just a tweak in the design. It is utterly contemporary but taps into what we consider timeless style.”

[More information about Hyun Yeu >](#)

[Visit the ADO LES SCENTS Facebook page >](#)

[CommeDesLeroi blogs about the ADO LES SCENTS S/S 2013 collection >](#)

[Angelique Westerhof blogs about the ADO LES SCENTS collection in De Bijenkorf >](#)

[ADO LES SCENTS Rain video by Joost Vandebrug >](#)

[More movies by ADO LES SCENTS >](#)





MARGA WEIMANS

“The Marga Weimans label explores the realms of fashion, looking to tell an authentic and universal story that will enlighten and enchant the public. It is couture, the medium par excellence to experiment and question the trade and history of fashion.”

Marga Weimans (1970) studied at the Royal Academy of Fine Arts in Antwerp, Belgium. In 2006 she starts her own label. Her monumental couture and minimalistic ready-to-wear hover between art and fashion, in which disciplines such as architecture and industrial design also play specific roles. Experimental use of materials, 3D perspectives and the autobiographic element of the ‘black woman in a complex web of cultures’ are key features in her work. Typical for Marga Weimans, in July 2012 she opened Amsterdam Fashion Week with a catwalk show as well as a multimedia installation displaying the work process of her fashion house. She presented her collections during Paris Couture Week twice and the Groninger Museum has acquired outfits from various seasons including her initial graduation collection.



Marga Weimans: “I am at a point where I have just expanded my territory in the art world with new territory in fashion by the successful presentation I did at Amsterdam Fashion Week last July. It was a natural and strategic step in the development of my company, having taken all the time I needed to carve out my label’s unique vision. With the presentation of the installation ‘Fashion House, Most beautiful dress in the world’ and the collection ‘City Life’ I have laid out a 3D business plan, expressing my signature style and ambition level. Five years from now I aim to run an international company which sells several lines next to the couture line; including high fashion, a range of products and even architecture. I feel strongly connected to the theme of this year’s edition: ‘Renewal’, it is the essence of my company.”

[More information about Marga Weimans >](#)

[Visit Marga Weimans’ Facebook page >](#)

[Find Marga Weimans on Twitter >](#)

[VOGUE Italia highlights Marga Weimans >](#)

[BLEND Magazines on Marga Weimans’ S/S 2013 collection >](#)

[Marga Weimans presented her mobile phone dress during Amsterdam Fashion Week last July >](#)

[A visit to Marga Weimans’ studio in Rotterdam >](#)



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JURY MEMBERS

DUTCH FASHION AWARDS 2012



An international jury of top-ranking fashion industry professionals representing a cross-section of the international fashion industry, decide objectively which designer they expect is most likely to bring his/her label onto the international market. All jury members invited by the Dutch Fashion Foundation believe in its mission of promoting Dutch fashion on a national and international level.



MAURO GALLIGARI

Owner Studio Zeta
Milan

“The market situation today is extremely complicated. To emerge in this market, full of offers, it is important to have high quality products. It’s important to be very creative and recognizable, to have a strong identity and oneness, and to achieve your own target by determination and will.”

In Florence back in 1984, Mauro Galligari started Studio Zeta, a fresh and edgy showroom concept, together with Ricardo Grassi. Studio Zeta’s progressive drive and sharp intuition for talents and trends in fashion soon made it a leader in the field, forcing a move to fashion capital Milan in 1988. Studio Zeta sells a wide yet cutting-edge selection of designer fashion labels world-wide, working closely together with the major international buying offices and department stores.

Mauro Galligari shares his views of the contemporary fashion scene in an interview the Dutch Fashion Foundation made during the Dutch Touch Milan 2011 campaign: [see video >>](#)



MANDI LENNARD

Brand Consultant Mandi’s Basement
London

“It’s really refreshing to meet Dutch talents as they almost need more of a ‘resolve’ to succeed, and when you come across those who have this, it’s a joy.”

Mandi Lennard is a London-based publicist who runs fashion consultancy Mandi’s Basement. Clients include: Barbie, LOVE Magazine, ABSOLUT, and M·A·C Cosmetics. She is widely recognised for promoting the creative hotbed of London’s East End having guided the careers from graduate level, of many designers over the past 10 years. Mandi’s Basement is also the name of her blog for colette, which she started in 2009. She is a style blogger for The Sunday Times and a regular contributor to AnOther Loves. She is Editorial Consultant to POST NEW for which she has curated a blog hub entitled The Breaks. She gives regular talks on fashion and marketing at various institutions including: Royal College of Art, Central Saint Martins, and London College of Fashion.

[More information about Mandi’s Basement >>](#)



ANTONIO CRISTAUDO

Marketing Development Manager at Pitti Uomo
Florence

Born in 1966 in Lamezia Terme in the South of Italy, Antonio Cristaudo is responsible for the marketing and development strategy at Pitti Immagine. An authoritative expert in international styles and trends, he is always on the road. He is responsible for all the scouting strategies of the company and all projects of strategic positioning. Sensitive in recognizing, at their first appearance, the new trends and the evolution of contemporary fashion, and translating them into successful exhibition projects, he has been leaving his mark on Pitti Uomo and all other Pitti fairs and initiatives. From his creativity many new Pitti sections were born, such as: Future Male, Touch!, The Other Man, Pop Up Store, and more recently, Make, on the rediscovery of craftsmanship. His career at Pitti began in 1995 when armed with a Degree in Law and two specific Master degrees in communication, as well as a great passion for fashion, he started out at the press office. His motto today, when traveling the world in search of new brands and styles, is: *“I like people who dress-up, not those who simply cover up”*

[More information about PITTI Immagine >>](#)



STEFAN SIEGEL

Founder & CEO of NOT JUST A LABEL (NJAL)
London

“Fashion is no longer purely an act of shopping, but rather investing in value for money, long-lasting qualities and pieces we can keep for longer than one season. Therefore emerging and talented artisans and designers have a huge opportunity today.”

Stefan Siegel kick-started his career during his Economics studies when he gained experience in the fashion and media industry working for prestigious design houses and advertising agencies. Followed by a successful modelling career he worked on five continents before achieving his MA in International Business Administration. After graduation he joined the world of finance, working for the Merrill Lynch M&A Investment Banking group in London specialising in the Consumer & Retail sector, advising publicly listed fashion powerhouses. In 2008 he used all his acquired experience to launch NOT JUST A LABEL with his brother Daniel, a computer science expert. Today NJAL is the leading global platform for emerging fashion designers .

[More information about NOT JUST A LABEL \(NJAL\) >>](#)



ROBERTA VALENTINI

Owner Penelope stores
Brescia, Italy

Roberta Valentini, known most popularly by her nom d'art Penelope, is the owner and head buyer for Penelope Stores in Brescia, Italy. A pioneer of avantgarde fashion in Italy, she opened her first boutique, Penelope in 1969. This was followed through the years with the opening of 5 more stores encompassing menswear, women's accessories, a unisex based 'young' fashion container and a bridal atelier. She is the vice president of the Italian National Chamber of Buyers (Camera Buyer Moda Italiana) and a treasured member of the annual 'Who Is On Next' talent scout competition held in Rome each year. A tireless supporter of young designers and creative talents, she has dedicated herself to bringing Brescia, and Italy to the world, and vice versa.

[More about the Penelope stores >>](#)





GERALDINE FLORIN

Fashion Buyer Galeries Lafayette
Paris

“Today’s market is complicated; designers need to have their feet firmly on the ground while keeping their heads up there between the stars. The winning combination for me, in this saturated market, is true fashion pieces that are easy to wear and easy to live in. Creative yet commercial.”

A global business communications graduate from ISCOM, G eraldine Florin started her career at Swarovski France, in charge of merchandising and marketing activities for some 450 boutiques. In 2007 she joined Galeries Lafayette as the responsible manager for their luxury beauty department and in 2010 she was promoted to Fashion Buyer. It is here that her passion for contemporary fashion thrives. Historically and profoundly committed to the development of fashion talent, the group Galeries Lafayette accompanies the young talents revealed by the Villa Noailles in Hyeres and by the International Association for the Development of the Arts of the Fashion (ANDAM).

[More about Galeries Lafayette >>](#)



CEYDA BALABAN

Creative Director Harvey Nichols Turkey

Having studied cinematography at Galatasaray University in Istanbul, during which period she worked for big live concerts of artists like the Rolling Stones, Metallica and Madonna, Ceyda Balaban started out as fashion editor at ELLE Turkey. In 2001 she moved to London to study fashion at the London College of Fashion, adding painting lessons at the Royal Academy and Central Saint Martins. She picked up practice at the traditional English made to measure retailer Cordings, then at Dolce & Gabbana. Combining her experience as a window designer and celebrity style consultant she did the styling for Kelis and other artists at EMI, as well as for a range of advertising and image campaigns. Returning back to Turkey in 2009 she worked as Creative Director on Istanbul Fashion Week runway shows and designed set decorations and costumes for Turkey’s biggest star Tarkan. Subsequently Ceyda joined Demsa Group, the Turkish Representative of International luxury lifestyle department store Harvey Nichols as Creative Director.

[More about Harvey Nichols Turkey >>](#)



ANTONELLA DI PIETRO

Global accessories director at Karl Lagerfeld

Born and raised in her cherished Naples Antonella Di Pietro entered the world of fashion and luxury after her student years in New York City. Working for such big names in the industry as Mario Valentino, Carolina Herrera, Salvatore Ferragamo and Giambattista Valli she learned the ins and outs of realising beautiful product and their results in the market. For the past decade Antonella Di Pietro has operated under the flag of the LVMH Group, working alongside such talents as Matthew Williamson, Peter Dundas at Emilio Pucci and Antonio Marras at Kenzo, building the teams and creating the conditions to forward these brands. Early this year she joined the Karl Lagerfeld brand as business director accessories in their Amsterdam based corporate headquarters.

[More about the Karl Lagerfeld brand >>](#)



BRUNO COLLIN

Founder WAD Magazine
Paris

For a good decade Bruno Collin worked as a fashion journalist by day, writing for advertising titles and magazines like ELLE, Depeche Mode and Sportswear International, while at night throwing now legendary parties (TGV, WADklub) in Parisian clubs like Follies, Queen and Les Bains Douches. After four years as editor in chief of Sportswear International he starts his own fashion magazine in 1998, focusing on the new urban and street movement: WAD. Today WAD counts 300 pages and a world-wide circulation of 200.000 copies. Bruno Collin's extra curricular activities include the co-authorship of a couple of books and consulting for Renzo Rosso (Diesel), the Federation de la Mode Masculine and Renault.

[More information about WAD Magazine >>](#)



HARMEET BAJAJ

Owner and Designer at BIAN
Delhi

With an MBA in management from Delhi University and a course in Fashion Buying and merchandising from the Fashion Institute of Technology in New York in her pocket, Harmeet Bajaj started her multi-faceted career in Indian fashion and food. A former professor and founder of the first Fashion Communication Department in Asia at the National Institute of Fashion Technology in India and the former Fashion Director of Marie Claire India, today Harmeet is director of a large chain of fine dining restaurants in India, co-owner and designer of high end international fashion label BIAN and manufacturer for leading private designer labels in her state of the art factory in Delhi. The latest job description added to her current resume is that of ambassador for Dutch Fashion Here & Now India, a fashion exchange program between The Netherlands and India. Her involvement saw the FDCI, the parent body governing the council of designers in India, come on board and host the first edition of Dutch Fashion Here & Now India during India Fashion Week last October.



JANA KERN

Freelance journalist and communications consultant
Frankfurt am Mein

Jana Kern started her consultancy, communications and pr agency Kern Kommunikation in 2009 after working for six years as a regular editor for the German business publication TextilWirtschaft. In those journalist-years she specialised in the subject of Corporate Social Responsibility (CSR) in the fashion business. Next to publishing she also organised congresses and round table discussions on the increasingly pressing subject. Jana Kern, who holds a degree in Textiles Engineering and was trained as editor, now works as consultant for clients from the fashion industry and retail, ranging from pr to communications strategy. As an active journalist and speaker she continues to share information on trends and developments regarding green fashion, responsible consumption and sustainable business.

[More information about Jana Kern >>](#)

RÉSIDENCE DE LA MODE 2012



Résidence de la Mode 2011

Résidence de Mode is a 10-day public fashion event organised with the support of the city of The Hague and initiated especially for the Dutch Fashion Awards in order to introduce Dutch fashion talents to the general public and to offer upcoming and established designers a platform to present and sell their designs.

From November 23rd until December 2nd, this 4th edition of the Residence de la Mode takes place with an elaborate program including a walking route through the centre of The Hague, a fashion auction, a (vintage) fashion market and a program of fashion films.

Main event of the Résidence de la mode is the walking route Parcours de la Mode through the centre of The Hague along pop-up stores, exhibitions of upcoming designers and the gallery store Le Magasin de la Mode. Empty properties have been transformed into temporary shops and established stores participate with surprising and inspiring window displays.

[More information about Résidence de la Mode 2012 and the participating designers >>](#)

LE MAGASIN DE LA MODE

Centre of the Résidence de la Mode is the temporary gallery store Le Magasin de la Mode, this year situated at a new location in shopping mall Spuimarkt in the centre of The Hague. This creative department store is curated by the Dutch Fashion Foundation and presents and sells the best of Dutch fashion design, among which the designers that are nominated for the Dutch Fashion Awards 2012 and many new fashion talents. Le Magasin de la Mode aims to inspire and present the opportunity of purchasing a unique Dutch fashion item to a larger audience. A concept that has proven very successful since Le Magasin de la Mode first opened in 2009.

Le Magasin de la Mode
Spuimarkt/ Grote Marktstraat 171
Den Haag

Open from November 23 till December 2.



© PHILIP GENTIS

PRINS BERNHARD CULTUURFONDS MODESTIPENDIUM 2013



Prins Bernhard Cultuurfonds Modestipendium 2012

During the evening of the Dutch Fashion Awards 2012 the Cultuurfonds Mode Stipendium 2013 will be presented. This grant, initiated in 2011 by an anonymous benefactor and included in the Prins Bernhard Cultuurfonds, consists of an amount of 50.000 euro and a passed on trophy. This oeuvre-injection enables the chosen designer to develop himself on a business as well as an artistic level.

The receiver of the Cultuurfonds Mode Stipendium is selected by meticulously developed criteria. The grant is intended for designers that are based in the Netherlands and have developed a minimum of fifteen collections. He or she excels in artistic qualities and expertise. Finally, the designers is a standard-bearer for Dutch fashion and Dutch culture with an international reach. For this group of advanced fashion designers there are few other funding possibilities. Thanks to the Cultuurfonds Mode Stipendium the designer will be able to make an essential step in his or her career. The Cultuurfonds Mode Stipendium was presented for the first time in 2011 to fashion designer Ilja Visser. Francisco van Benthum received the Cultuurfonds Mode Stipendium 2012 in March of this year.

PRINS BERNHARD CULTUURFONDS

The Cultuurfonds Mode Stipendium is initiated by a benefactor with vision. The Prins Bernhard Cultuurfonds mission is to support cultural and nature preservation projects in The Netherlands. The Prins Bernhard Cultuurfonds enables foundations to establish the registration of Culture Funds. By co-operating in establishing a Culture Fund, continuity is realised and the fiscal advantages continue to exist. The Prins Bernhard Cultuurfonds now uses its expertise to manage over 280 registered Culture Funds for foundations but also for private individuals and companies.

[More information about Prins Bernhard Cultuurfonds >>](#)



DUTCH FASHION FOUNDATION



TEDxBinnenhof Catwalk for Innovation

The Dutch Fashion Foundation (DFF) is the initiator and organiser of the Dutch Fashion Awards. The Dutch Fashion Foundation is a non-profit Dutch fashion incubator for upcoming Dutch fashion designers. It focuses on positioning the social, economic and cultural role of Dutch fashion on a national and international level by the creation of innovative, high quality services through which the cultural and economic values of fashion can meet and strengthen each other.

In June 2012 the Dutch Fashion Foundation collaborated with TEDxBinnenhof to curate the Catwalk for Innovation; the opening show for the ten inspirational talks on Technology, Entertainment and Design that would take place. Combining live music, dance, design, rap, technology and fashion, the Catwalk for Innovation offered a creative perspective on the ten themes, among which Agriculture & Food, Water and the Creative industries, that were addressed that day. TEDxBinnenhof was attended by HRH Prince Willem-Alexander and HRH Princess Máxima of the Netherlands.

[More information about Dutch Fashion Foundation >>](#)

DUTCH TOUCH

The Dutch Touch campaign is organised by the Dutch Fashion Foundation with the support of the Dutch Ministry of Economic Affairs, Agriculture and Innovation as part of the 2g@there program. The main focus of this campaign is to support prominent Dutch fashion designers in bringing their labels to international markets, concentrating on sales presentations and pr addressing international buyers, agents and media.

The Dutch Touch campaign has been operating since 2001 presenting emerging Dutch fashion labels at key trade shows and fashion weeks in fashion capitals such as Milan, Rome, Paris, Florence and New York. The Dutch Fashion Foundation has built a vast network in the global fashion industry ever since it set out on its mission to reinforce the Dutch fashion discipline on an international level in 2001. The Dutch Touch campaign benefits to great extend from this influential network spanning the industry from education and fellow platforms and awards to trade shows, showrooms, retail and media.

[More information about Dutch Touch >>](#)



Dutch Touch Paris 2012



PARTNER MERCEDDES-BENZ

Mercedes-Benz offers the main award of the Dutch Fashion Awards as well as the opportunity for the winner to show his or her collection on the main stage of the Mercedes-Benz Berlin Fashion Week. Furthermore we are delighted with the high-class shuttle service of this evening offered by Mercedes-Benz.

The Dutch Fashion Awards owe an important part of its allure to the partnership with Mercedes-Benz. Since 1996 the brand has sponsored many international fashion shows and has been the title sponsor of the Mercedes-Benz Fashion Week New York, Los Angeles, Berlin and Miami. Design and style are an essential part of the creation of a new car and the success of a brand. This is how Mercedes-Benz, a brand synonymous to elegance and design, started its collaboration with the fashion industry.

[Read more about Mercedes-Benz and fashion >>](#)

[View more Mercedes-Benz videos >>](#)



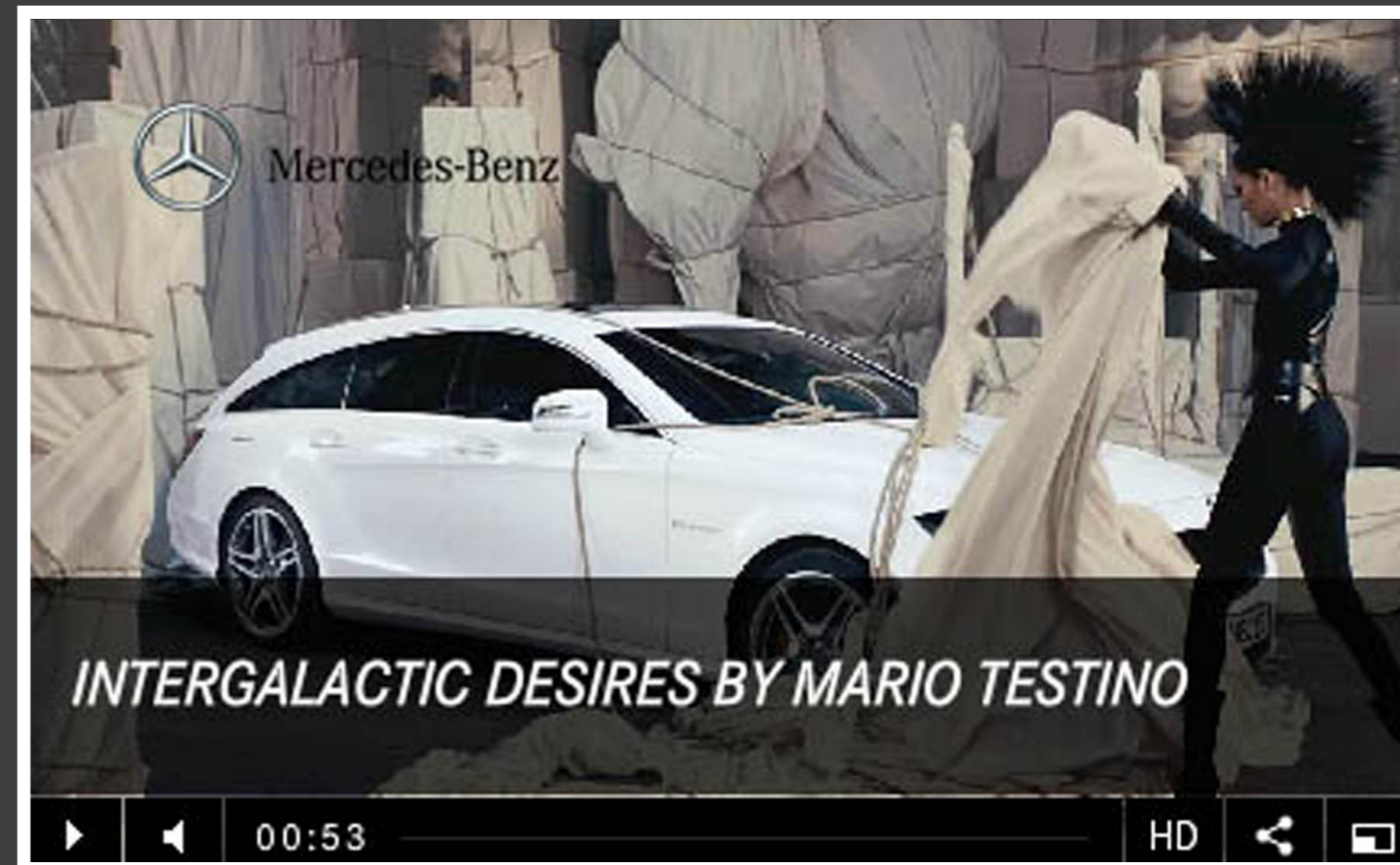
Mercedes-Benz
The best or nothing.

MERCEDES-BENZ INTERGALACTIC DESIRES BY MARIO TESTINO

“As an intergalactic beauty she infiltrates the secret storage facility to take the object of her desire with her into the future – that is the Mercedes-Benz CLS Shooting Brake.”

With his characteristic keen eye for beauty and glamour Peru-born photographer Mario Testino, who moved to London in his early 20s, captures and creates perfect, self-contained worlds of sparkling extravagance and indulgent escapism beyond the realm of mere reality. With this acumen and approach, it came naturally to him to create a veritable vision and homage to luxury and desire for the brand new Mercedes-Benz Fashion Key Visual Spring/Summer 2013 where the world's treasures, wrapped and guarded are preserved in a storage facility. But what would such a story be without an equally striking hero(ine)? Current catwalk favourite Joan Smalls proved perfect for this particular role.

[View the 'Intergalactic Desires' web special on Mercedes-Benz.com >>](#)



Intergalactic Desires film

PARTNER SEBASTIAN PROFESSIONAL



Sebastian Professional is a leader in hair fashion and initiator of creativity. The result is a stylish combination of the everyday, expertise gained by many years and thorough research. Sebastian Professional is developed by and for professionals. With new concepts, limits are continuously broken and offer inspiration for new trends. Stylists are encouraged to develop fashion-fearless talent and to offer the consumer a desire for more. Sebastian Professional presents fashion-forward ideas in combination with the ultimate transformation tools.

The ingenious products offer inventive styling and inspiration.

Sebastian Professional has recently launched the Iconic Shine Collection line of shine boosting products with which hair stylists and consumers can enjoy a dazzling shine from start to finish, suitable for every hair type. For this line Sebastian Professional collaborated with sun glasses designer Kerin Rose, known for her sparkling creativity and innovative creations.

[More about Sebastian Professional >>](#)

HESTER WERNERT FOR SEBASTIAN PROFESSIONAL

*“To create a hairstyle that almost can’t be done.
That for me is a challenge.”*



The unique hairstyles of the catwalk models during the Dutch Fashion Awards will again be created by Hester Wernert, top hair stylist, two time winner of the ‘Hairdresser of the Year’ award and co-owner of the Mogeem salon and Academy. As a Sebastian Professional ambassador she supports and strengthens the high fashion creations shown on the catwalk with her creative styling talent.

Born in the Netherlands in 1979, Hester Wernert has built quite an international reputation for herself. As the assistant of hair star Eugene Souleiman during Paris Fashion Week she works for top designers such as Yohji Yamamoto, Valentino and Stella McCartney and in the Netherlands she is appointed ‘Chef de Cabine’ for many designers during Amsterdam Fashion Week. Represented by House of Orange she works for magazines such as Numero, Purple, L’Officiel and fashion campaigns for Louis Vuitton and Viktor&Rolf. She is one of the bests when it comes to creating big, graphic and surreal hair.

Q&A with Hester Wernert

Q - Where do you find your inspiration?

A - Many things inspire me. From nature to architecture. But movies as well; the graphic elements of a Japanese Manga film or the poetic aspects of a Chinese cult flick. Also my heroes Andy Warhol, Brigitte Bardot and Kate Moss always get me inspired.

Q - What is your favourite hair product?

A - Hairspray Zero Gravity and Potion 9 by Sebastian.

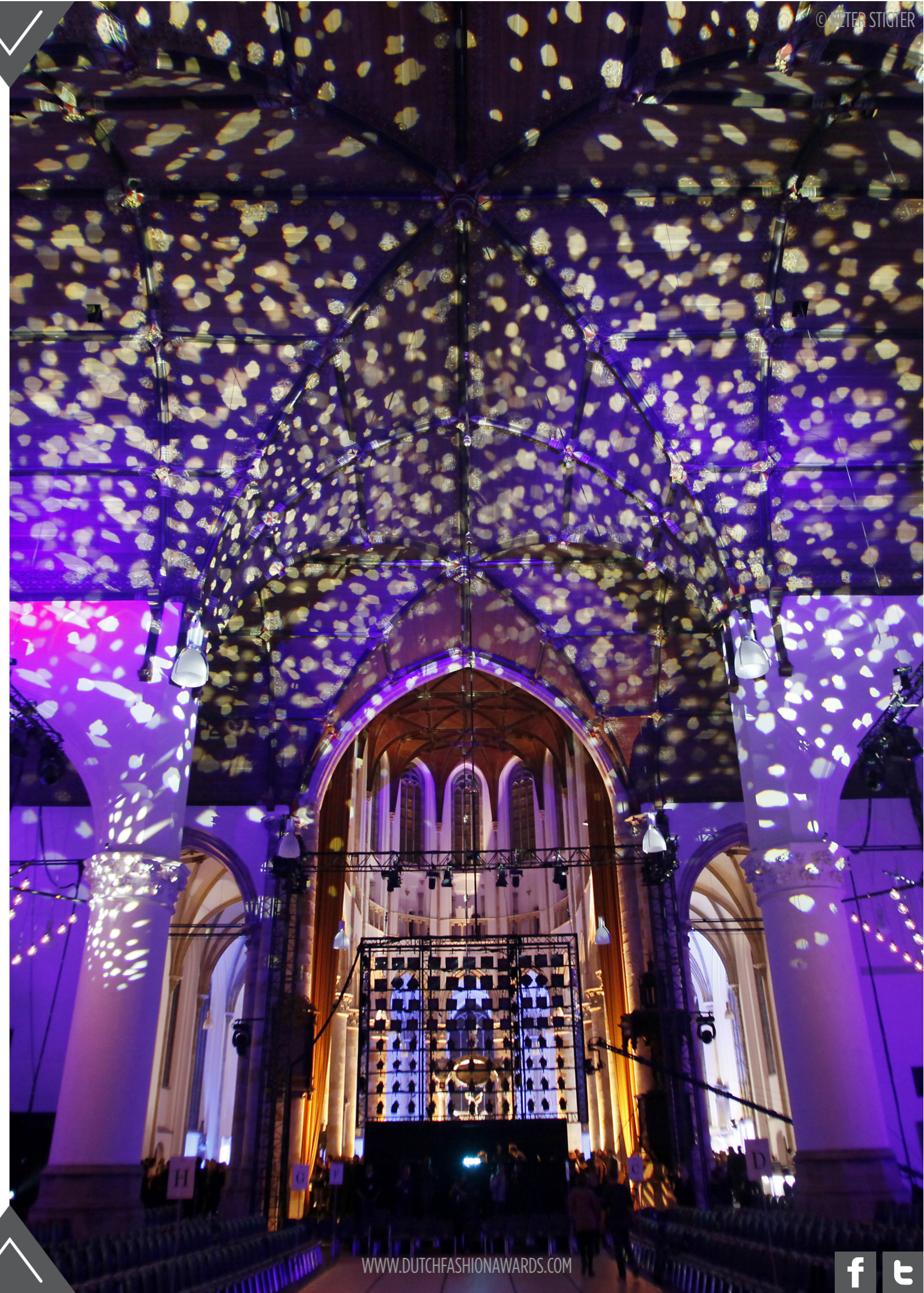
Q - What can one expect when they take a seat in your coif chair?

A - I make beautiful and sexy hair that has been technically cut but is still very natural. I stay close to the client’s personality and don’t necessarily want to change their hairstyle just to follow a trend. I cut hair with love.”

PARTNER THE HAGUE

The city of The Hague has been collaborating with the Dutch Fashion Foundation in hosting the Dutch Fashion Awards since 2009. Keeping pace with its international status and allure The Hague has undergone major urban renewal and has evolved into a dynamic city, where a wide variety of stores, including many internationally favoured fashion brands, have opened their doors. In recent years, a number of characteristic districts have arisen in the city centre, each with their own identity and charm. With an area that includes over one million consumers and a strong international community, The Hague offers a very attractive climate for retailers to set up a shop.

[More information about The Hague >>](#)





PARTNER THE GROTE KERK

The Grote Kerk is the breathtaking home of the Dutch Fashion Awards since 2009. It is among the oldest buildings in the centre of The Hague. Sources from 1335 refer to the 'grote kercke' (literally: the big church), but the church did not reach its present size until the end of the fifteenth century. The famous stained-glass windows created by Gouda native Dirck Crabeth were placed in the choir aisle in 1547. Between 1985 and 1987 the church underwent a major restoration financed by funding bodies, companies, private donors, the government and the Netherlands Department for Conservation of Historic Buildings and Sites. Since then, the church hosts a range of community and cultural events in addition to gatherings of ideological groups.

[More information about The Grote Kerk >>](#)



PARTNER LA MOLISANA

La Molisana is a major pasta brand in Italy whose pasta makers have been honing their craft for hundreds of years. La Molisana takes that collective knowledge and elevates it to the highest level, performing at the excellence level expected of a genuine Made in Italy brand. The impeccable La Molisana pasta will be served to the guests at the Dutch Fashion Awards, offering them a taste of its gold standard.

La Molisana will also show its visionary project 'Tailor Made Pasta' that creatively matches food with fashion. La Molisana transforms crisp water and golden wheat into gourmet pasta in the same way fashion designers take silk and thread to create wearable works of art. La Molisana commissioned an Italian designer to create two dresses out of pasta, which have been successfully exposed in world wide fashion studios. This time Conny Groenewegen, winner of the Mercedes-Benz Dutch Fashion Award 2011, will create a brand new dress. This way, the 'Tailor Made Pasta' project will result in a fabulous collection over time whilst supporting young, emerging European talents.

Additionally, La Molisana will be selling an exclusive collection of bracelets in the temporary shop Le Magasin de la Mode, part of the Résidence de la Mode fashion program in The Hague. These bracelets called 'Talent Scouts' are made with an assortment of short pasta shapes and pure cotton ribbon. They are handmade by patients of the Mental Health Center of Campobasso.



LA MOLISANA CHEF DISH NR 7 - PENNE ALLA NORMA



Serves 4 people and is ready in 30 - 40 minutes

INGREDIENTS

- 400g La Molisana Penne Ziti Rigate
- 800g tomato pulp
- 700g eggplant
- 150g salted ricotta
- extra virgin olive oil as required
- sunflower oil as required
- 2 pieces of garlic cloves
- 1 bunch of basil
- salt and pepper to taste

DIRECTIONS

Prepare the sauce in a pan by mixing the extra virgin olive oil, garlic cloves, tomato pulp, salt and pepper together. Cook on a medium flame. At the same time peel the eggplants with the help of a potato peeler, cut them in slices and fry them.

Cook the Penne Ziti Rigate in abundant salted water al dente, drain them and place them in a large bowl. Dress them with the tomato sauce and the salted ricotta and season with the basil leaves.

Arrange the Penne on individual plates, laying on top the slices of fried eggplant, a grating of the ricotta and some basil leaves.

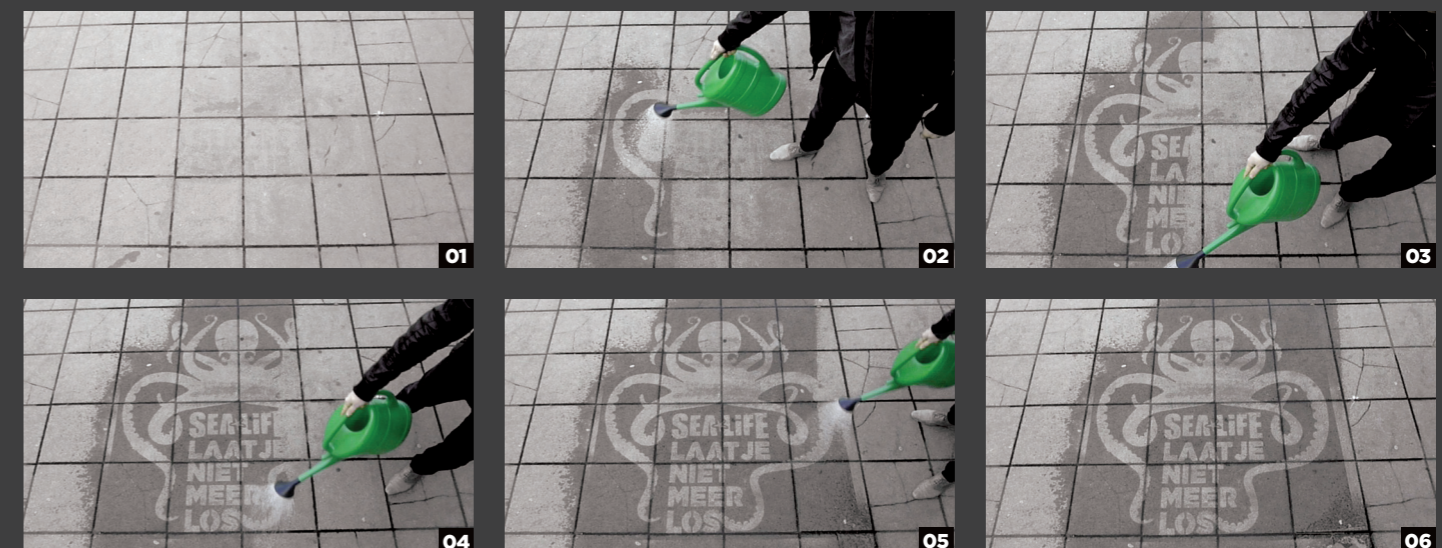
[Find more La Molisana recipes >>](#)

PARTNER MISTERWILSON

Bas Manders & Honkie Chan are both art directors/designers. They are represented by their wiener dog MISTERWILSON and are based in the World Fashion Centre in Amsterdam. MISTERWILSON works with many different creatives, all highly specialised in their field to ensure the highest possible standard in communication and graphic design. For the Mercedes-Benz Dutch Fashion Awards MISTERWILSON designed the graphic house style and communication.

Recently MISTERWILSON developed the innovative and environmentally friendly outdoor advertising campaign RAINCAMPAIGN® which uses using ONLY rainwater. Every time it rains the advertising campaign appears on the streets and when the streets dry up the ad disappears again. RAINCAMPAIGN® won international prizes like the Merlin Innovation Award 2012 in the USA.

[More information about MISTERWILSON >>](#)
[More information about Innovative Green Media >>](#)



PARTNER ATELIER TED NOTEN & FREEDOM OF CREATION

The trophies that the winners of the Dutch Fashion Awards receive, as a symbol of the award, are designed by Dutch jewellery designer Ted Noten and created by Freedom of Creation, a pioneering design and research company, specialised in design with 3D printing technologies. In 2011 the trophy that was created for the Dutch Fashion Awards 2010 won an award itself, the 'Prijs de Prijs' award, for being the best art award.

Ted Noten is a Dutch jewellery designer who constantly explores the boundaries of his profession. Graduated from the Amsterdam Gerrit Rietveld Academy in 1990 he started working on an oeuvre that has certainly influenced the contemporary jewellery field. Ted Noten has participated in a number of exhibitions worldwide, and a broad spectrum of galleries and museum collections now represent his oeuvre. Sawing up a Mercedes-Benz car into brooches, sealing a little dead mouse wearing a tiny pearl necklace inside a block of acrylic: his work is never far from controversy.

[More about Atelier Ted Noten >>](#)
[More about Freedom of Creation >>](#)



PARTNER WORLD FASHION CENTRE

The World Fashion Centre (WFC) is an unique and dynamic meeting place that unites the expertise of industry professionals and related businesses, products and services by fostering a forward thinking, sustainable and supportive environment. The World Fashion Centre supports the Dutch Fashion Foundation (DFF) by providing an office space where DFF can develop its activities. Together with the WFC the Dutch Fashion Foundation has developed Th+ FLOOR on the 13th floor of Tower 1 of the WFC, which is a platform where creativity and business can be brought together.

[More information about World Fashion Centre >>](#)

**WORLD
FASHION
CENTRE**
AMSTERDAM

PARTNER BUSCAGLIONE

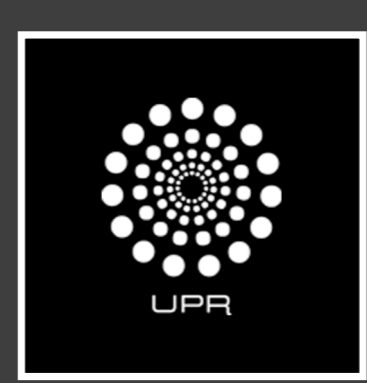
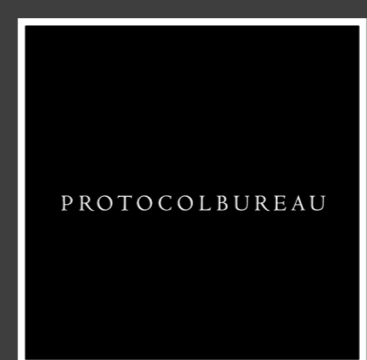
During the evening of the Dutch Fashion Awards Buscaglione Espresso provides the guests with their wonderful espresso during the reception and the end of the dinner. Buscaglione Espresso is the top brand of Italy for more than a century. Once Buscaglione was the exclusive brand of the Vatican. Today it is served in the best restaurants. This family business is lead by Stefano Palombini, son of Palombini-founder Giovanni Palombini. Stefano is a perfectionist with a very wilful vision. He combines the Italian sense for tradition with an almost obsessive tendency towards perfection and technical innovation.

[More information about Buscaglione >>](#)


BUSCAGLIONE
Roma 1899



SPONSORS



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DUTCH FASHION AWARDS 2012

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Cristina Egger (*Dutch Touch Italy relations*)

With the support of Jorrit Koopman, Caterina Occhio, Marjolein Huisinga, Clarinda Zwak and Romy Goezinnen for Dutch Fashion Foundation

DUTCH FASHION AWARDS 2012 DIGITAL MAGAZINE

Publisher: *Dutch Fashion Foundation*

Concept and design: *Bas Manders and Honkie Chan for MISTERWILSON*

Editor: *Jenny Logjes*

DUTCH FASHION AWARDS 2012 PRODUCTION

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Stage and technical production: *Jack van Galen for Allround-Creative*
Choreography: *Bas Andrea and Nathalie Haelermans for House of Orange*

Casting: *Mada van Gaans*

Hair: *Chef de Cabine Hester Wernert for Sebastian / House of Orange*

Make-up: *Chef de Cabine Elke Willemen for MAC Cosmetics*

Music: *Monte la Rue*

Video and live registration: *Pixel Heaven and Corrino*

Dutch Fashion Awards 2012 trophy design: *Atelier Ted Noten and Freedom of Creation*

Graphic house style and website design: *Bas Manders and Honkie Chan for MISTERWILSON*

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A special thank you to all the models and their agencies.

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