

# MODEFABRIEK

## AMSTERDAM TRADESHOW FOR INTERNATIONAL HIGH QUALITY BRANDS

Every 6 months, fashion and design professionals invariably keep 2 days off in their agenda. They do so for the exhibition where professionals enthusiastically go for inspiration, to greet old friends and make new contacts. The exhibition where designers choose to introduce themselves to buyers, stylists and fashion press. modefabriek has acquired a place in the collective memory of trendsetters for its progressive, inspiring, energetic and constantly innovative character.

### MODEFABRIEK IDENTITY

The very first modefabriek opened its doors in the Westergasfabriek, with 27 exhibitors in 1996. modefabriek introduced a new tradeshow concept, never seen before in Europe, using open and uniform stand structures, specially designed for modefabriek. With a clear 'Dutch Design' signature and lots of attention to decoration, furnishing and stand construction, a stylish, atmospheric show was born. Starting from this young beginning more than 15 years ago, modefabriek has expanded into the platform for more than 600 national and international labels from the middle and high segments of the fashion market. Meanwhile, a few years ago modefabriek found permanent housing in the Europa Complex of the Amsterdam RAI exhibition centre. The show concept is always being renewed and adapted to the new needs of the times. Accordingly, modefabriek remains surprising and inspiring, while its essential identity and authenticity remains unchanged.

### MISSION AND CORE VALUES OF MODEFABRIEK

modefabriek's mission is to be an innovative and distinctive business-to business tradeshow for labels that distinguish themselves by uniqueness, quality and continuity with an individual vision of fashion in the middle and high segment of the fashion market. High-end, trendsetting, creative and innovative are the most important core values and pillars.

### SEGMENTATION

A segmentation of 6 distinguishing lifestyles clearly reflect the fashion scene in its totality and strongly focuses on quality, creativity and exclusivity.

### PROGRAMME SPECIALS

The fashion trade show of the Benelux is more than a vast collection of brands under one roof; modefabriek is a showcase of new trends, international renowned and avant-garde designer talents, of culinary discoveries and innovative design.



# PLATFORM & PROGRAMME SPECIALS

## PLATFORM FOR YOUNG, UPCOMING AND PROMISING TALENTS

Each edition modefabriek sets up a designer platform area consisting of the platforms cutting edge & next. modefabriek uses these platforms to stimulate, support and present young talent and promising designer names, both at national and international level.

### CUTTING EDGE

High-quality design platform cutting edge presents avant-garde collections by designers who are on the verge of breaking through. The selected designers have undergone thorough training and proved themselves professionally, by winning an award, staging a successful show or by earning a position with one of the world's top design or fashion houses.

### NEXT

Next focuses on young designers who have already passed the starting phase with their top quality & highly wearable collections. The designers selected for next have started to make their mark, selling in outlets in their own countries and abroad; all of the presented labels are of commercial relevance to Europe's leading stores, concept stores, boutiques and buyers.

### TALENT 2011

Each year Modefabriek offers a stage to the youngest generation of fashion graduates. Carlo Wijnands fashion consultancy selected the best graduate talents of all 7 Dutch fashion courses at the Talent 2011 platform.

### HERITAGE

This brand new section within the Department segment brought visitors into a world of heritage men's fashion; a world where craftsmen took them back in time to show how traditional crafts and modern techniques have come together and created authentic must have items.

### MINT

MINT kicked off with a teaser at the Modefabriek SS12 edition. With a selection of on-trend brands, live music performances and more we introduced the MINT-concept. It combines tradeshow and event, fashion and lifestyle. MINT has a dream. A vision for the future of fashion: great style, made with respect for people and our environment. We call it forward fashion. We hope to inspire towards a fashion scene that is both happening and harmless.

### DUTCH TOUCH COMING HOME

Modefabriek and Dutch Fashion Foundation provided a platform for talented Dutch fashion designers. DFF operates with its Dutch Touch campaign in significant fashion capitals worldwide, introducing Dutch Fashion. Now, Dutch Touch was Coming Home in order to become a fixture in the Netherlands on Modefabriek's highest sales platform.



# EXHIBITIONS & EVENTS

## EXHIBITIONS

Studio Noir is an initiative of a small group of artists consisting of four photographers and one stylist. For Modefabriek they've exhibited a small selection of their work and carried out live photo shoot featuring the designs of young talent mixed with brands exposing at the fair.

'Welcome to the fair' showcased clothing at the denim carnival fair: A Shooting range, a High Striker, several Claw machines and the smallest Ferris wheel in the world, gave a whole new meaning to the entertainment value of fashion.

Also popular among visitors was the Trash & Treasures section, a real treasure chamber with a mix of unique pieces from young designers, vintage fashion and accessories.

A pop-up version of bookstore Mendo offered exclusive and inspiring trade literature on fashion, design and art.

## PARTIES

Day one was traditionally concluded with 'THE BORREL', a drinks reception at Strand Zuid. This now-famous gathering, organised in conjunction with Fuse, attracted hundreds of fashion professionals which created a spectacular and memorable experience.



# SEGMENTS & STANDS

modefabriek offers a segmentation that is differentiated by lifestyle, image and distribution. Every segment has its own stand design at which there is given more flexibility in terms of stand decoration and construction. By incorporating the following segments, modefabriek creates more clarity for exhibitors, as well as for press and retailers.

## REFINED

innovative exclusives

REFINED is the platform for the most luxurious and progressive labels from home and abroad. This carefully collected mix of renowned designers and high-end fashion brands has an air of allure and exclusivity. REFINED is the place to be if you want to be inspired by and informed about the latest trends.

## REFINED+

salon-style exclusives

In REFINED+ the spotlights are aimed at today's high-fashion labels. Luxurious, trendy and progressive labels can present their collection in salon-style, in a sophisticated and clean environment. The highlights of REFINED.

## APPEARANCE

sophisticated & leading labels

A range of leading, internationally recognised brands are brought together by APPEARANCE. These stylish, high-quality labels are distributed selectively and purchased by the better quality retailers. All in all, it is a selection of leading trendsetters offering a powerful brand experience.

## DEPARTMENT

modern cosmopolitan

DEPARTMENT offers tasteful class and luxury to cosmopolitan men and women. It is business-oriented fashion for the modern generation. This segment strikes the perfect balance between casual and chic, sports and leisure, with quality as the common thread.



## INDUSTRY

young fashion brands

Fashionable and fresh, INDUSTRY puts jeans labels in the spotlight. This is high-street fashion for the new generation of style disciples, affordable brands with strong images, geared towards a broader, fashion-conscious target group. INDUSTRY is a dynamic segment in which rapid development is a consistent feature.

## AUTHENTIC

contemporary classics

AUTHENTIC is a collection of broadly targeted brands with their own distinctive features; classics with a fashionable touch. This is affordable, trend-conscious fashion for a broader public. Besides international brands, AUTHENTIC is also based on a solid set of homegrown Dutch labels.

## Participation

If you are interested in participating in the next edition on 22 & 23 January 2012, you may complete and submit an application via the website [www.modedefabriek.nl](http://www.modedefabriek.nl). From the homepage, click the heading 'exhibitors information' where you will find the application form. This form is automatically sent directly to our selection committee. This committee monitors the quality of the offerings at the show. Definitive registration occurs after the selection committee approves.

For more information on segments, stand concepts and possibilities at modedefabriek, feel free to contact the sales department on 0031 (0) 20 4421 960.



# MODEFABRIEK 2012 STAND INFO

## STAND STRUCTURES: OPEN & INFORMAL

The exposition has open, uniform fixed stand structures combined with customised stand structures. A "full service" booth design concept is offered: all stands include walls, lighting, shelves, rails, tables and chairs.

## THE FULL SERVICE CONCEPT COMPRISES:

- indicated square meter exhibition floor
- walls
- shelves and rails (by request)
- personalised sign on the stand
- standard lighting
- 1 parking ticket
- electricity up to 300 watts
- table and chairs
- basic catering provision (breakfast and lunch)
- stand cleaning
- listing of collection on website
- listing of collection in exhibition catalogue

## STAND RATES

for inquiries regarding stand rates; please contact our sales department at: [gubbels@modefabriek.nl](mailto:gubbels@modefabriek.nl) or +31 (0)20 4421960



# MODEFABRIEK COMMUNICATIONS

The communicational expressions of modefabriek are distributed both nationally and internationally. The media that are being used, consist mainly of national and international trade publications. Moreover, 10.000 catalogues are distributed each edition. Invitations and news updates are sent to all retailers and trade press in the Netherlands as well as to all contacts abroad.

## MEDIA CAMPAIGN

### TRADE SHOW CATALOGUE

circulation: 10.000 copies per edition

### NEWS UPDATES AND PRESS RELEASES

6x newsletters send to 600 fashion labels + visitors database 6x press releases. Trade news send to trade and fashion press

### FLOORPLAN

includes the total list of present labels  
circulation: 10.000

### WEBSITE

The latest on exhibiting labels, special events, photos & films, modefabriek's publications archive and access to modefabriek's online pressroom.

visits per month*	22.500
pageviews per month*	138.600
pageviews per visit	6
origin visitors:	
the Netherlands	80%
foreign visits	20%
[top 3: Belgium, Germany and Italy]	

\*on average during the peek months prior to the trade show. Statistics taken from the last 3 editions [2010 - 2011]

### MODEFABRIEK INVITATIONS

circulation per edition: 25.000  
750 exclusive press invitations addressed to (trade) press and fashion editors

### CAMPAIGNS MEDIA PARTNERS

#### NATIONAL

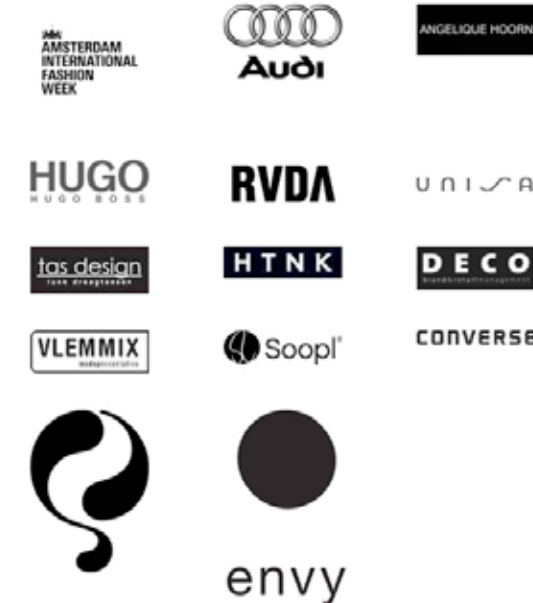
ANT magazine  
Cosmopolitan  
FashionUnited  
FRAME  
Glamcult  
Grazia  
Link  
Marie Claire  
New Style  
Textilia

#### INTERNATIONAL

Collezioni  
FashionUnited int.  
Favoris  
Label / Pure Professionals  
L'uomo  
Pret-a-Porter Paris  
Sportswear International  
Vogue



## FRIENDS



# MODEFABRIEK FACTSHEET

600 exhibiting labels/brands  
40.000 square meters fairground  
19.000 visitors  
80% national / 20% international visitors  
58% visits on Sunday / 42% on Monday

## VISITOR PROFILE

70% of the attendees is retailer. The average level of education is MBO/ HBO (University of Professional Education). More than half of the visitors have got their own business. The greater part has decision making authority (89%). 15% of the visitors consists of press and 10% is VIP, which mainly consists of especially invited high-end, quality shops/ boutiques.

## SATISFACTION VISITORS

A vast majority declares to be satisfied with the diversity, the completeness and quantity of the present labels, as well as the quality of the presented labels. modefabriek's 2010-2011 survey's show an average, gratifying visitor mark of 7,9.

## MOTIVE

The primary motive for exhibiting at modefabriek is networking/ customer relations (57%) and marketing the label (49%). Also direct sales and orientation on the Dutch market is an aim in exhibiting.

## DEMOGRAPHIC PROFILE

origin international visitors  
Belgium  
Germany  
Italy  
Spain  
Sweden  
UK

## EXHIBITORS PROFILE

495 stands, 600 labels over 6 segments. 65% of modefabriek exhibitors present labels that are positioned in the middle/high segment, 35% present labels in the high-end segment.

## SATISFACTION EXHIBITORS

The larger part of modefabriek's exhibitors (85% on Sunday and 80% on Monday) were satisfied to very satisfied about the amount of visitors. The overall appreciation of modefabriek was rated a 7 (46%) to an 8 (38%). 80% of the exhibitors have stated they will participate in the next edition of modefabriek.

## KEYWORDS

19.000 fashion professionals

high quality fashion labels

uniform, open and unique stand concepts

strong attention towards decoration and design

bubbly, dynamic atmosphere

business meeting point

good networking environment

infotainment, inspiration, information

exhibitions, young talent, Dutch design

creativity, authenticity, uniqueness

professionalism, service, customer directed

54%  
21%  
2%  
2%  
2%  
2%



# MODEFABRIEK SUMMER 2012

