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ANNOUNCEMENT NOMINEES DUTCH FASHION AWARDS 2011

“Looking back at all previous editions it clearly shows that the Netherlands has a substantial group of top talent at its disposal, of which these nominees are just a few examples. By organising the annual Dutch Fashion Awards the Dutch Fashion Foundation aims to offer these talents a platform. Together with the Academy of Dutch Fashion Design we proudly disclose the selection for the 2011 edition”, says Angelique Westerhof, initiator of the Awards and Director of Dutch Fashion Foundation.

The nominees for the Dutch Fashion Awards 2011 are:

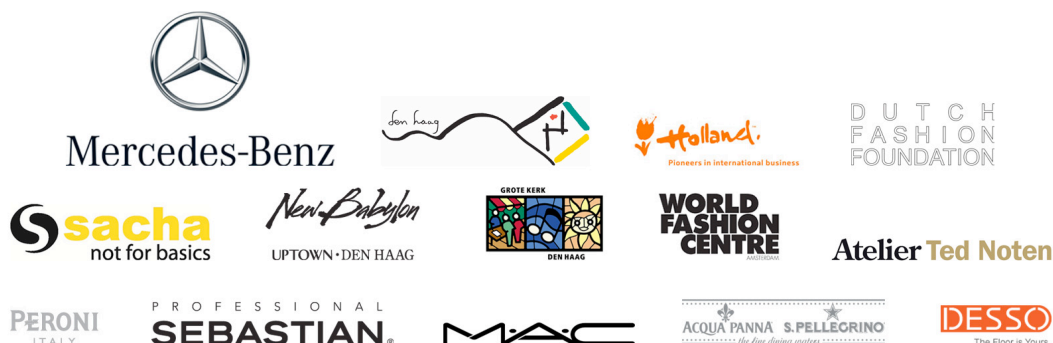
**Erik Frenken
Hyun Yeu
Marcha Hüskes
Conny Groenewegen
Joline Jolink**

Friday November 4th, 2011, during the lustrum edition of the Dutch Fashion Awards in The Hague, the nominees will present a selection of fifteen designs which underlines their specific talent. Among designers, the annual Awards gala enjoys a considerable reputation as both a touchstone and stepping-stone for those who wish to present their label in the international fashion market.

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Since the Dutch Fashion Foundation kick-off in 2001, the organization dedicated itself to the reinforcement of the Dutch fashion discipline in the international fashion industry. Having faced recent economic tides successfully, the foundation feels strengthened in its objectives and managed to support Dutch designers more efficiently with its Dutch Touch campaign, the Dutch Fashion Awards and its latest initiative called DFF Network.





Information about the nominated designers:

Erik Frenken (1976) worked as Head Designer of Womenswear for Viktor & Rolf before choosing his own path joining Dutch high-end casual brand Avelon as Creative Director in 2008. Erik Frenken, who studied fashion design at The Royal Academy of Art in The Hague and got his MA from Central Saint Martins in London, gained ownership of Avelon in 2010. At the Dutch Fashion Awards in The Hague Avelon will show a mix of special directional looks from recent collections and key items from both winter and summer 2012 collections.

Hyun Yeu (1974), born Korean, studied Business Management at the University of Technology in Sydney, but soon exchanged his nine-to-five job at a bank for a fashion design study at the Rietveld Academy in Amsterdam. Straight after graduation he won the prestigious national Frans Molenaar Award of 2009, which marked the official birth of his high-end menswear label ADO LES SCENTS. At the Dutch Fashion Awards Hyun Yeu will present "archive#5+preview#1", a combination of key looks from five previous seasons and his latest collection.

Marcha Hüskes (1972) graduated from Master programme ArtEZ Fashion Institute Arnhem in 1999 and won the prestigious national Frans Molenaar Award that same year. Since 2003 she steadily gains solid ground in the international fashion marketplace with her signature high-end minimal dresses. Marcha Hüskes was also one of the nominees in the 2010 edition of the Dutch Fashion Awards. This time she will present a selection from her spring-summer 2012 collection.

Conny Groenewegen (1973), who not only studied fashion design but also 3D design and Mixed Media at the Willem de Kooning Academy in Rotterdam, was also selected for the Dutch Fashion Awards 2010. With her label CG Conny Groenewegen develops innovative knitwear techniques. Conny Groenewegen will participate in this year's contest showing a preview of her fall-winter 2012 collection called 'Alchemy'. Next to this she will present her shoe design 'Slashed Wedge', the result of the Dutch Accessory Award 2010 by Dutch multinational shoe retailer Sasha, which she won at last year's edition of the Dutch Fashion Awards.

Joline Jolink (1981) entered Master programme Fashion Institute Arnhem after graduating from her BA fashion course at the ArtEZ Institute of the Arts in Arnhem. In 2008, after two years of intense searching for her own ground in the fashion industry, Joline Jolink decided to launch her own webstore. Joline Jolink also competed in the 2008 edition of the Dutch Fashion Awards when her online strategy was just about to kick off. This time around she will present a selection from her spring-summer 2012 collection inspired by the legendary anthropologist Jane Goodall.

About the Academy of Dutch Fashion Design:

The Academy of Dutch Fashion Design is a wide group of independent fashion professionals and fellow fashion related organizations from the extensive DFF network. Every year this special board comes out with a longlist of pre-nominees, which names are then thoroughly checked to see if they meet the requirements for entering the Dutch Fashion Awards. In short: designers should be based in the Netherlands and they must have presented their collections for at least five consecutive seasons. What's more, designers and their label should be ready for the decisive move towards internationalization, as this is what they will be judged by.

