



Press release September 13th, 2011

ANNOUNCEMENT DUTCH FASHION AWARDS 2011

Dutch Fashion Foundation prepares for the first lustrum of the Dutch Fashion Awards. In November 2011 the fifth edition of this yearly event will be presented for the Dutch fashion industry in The Hague.

On the evening of Friday November 4th 2011, the Dutch Fashion Awards ceremony will be held in the Grote Kerk, 'big church', in Holland's political capital The Hague. The lustrum edition of the Dutch Fashion Awards offers a great moment of reflection for the organization of the Dutch Fashion Foundation. Following the economic zeitgeist, the foundation and the Dutch Fashion Awards have experienced a process of retrenchment. On the threshold of this first lustrum, the participating designers as well as all the sponsors, creative partners and the Dutch Fashion Foundation can consider themselves winners.

The Dutch Fashion Awards rewards Dutch fashion labels that have great potential to make a contribution to the international fashion market. The 'Academy of Dutch Fashion Design', a number of independent fashion professionals, nominated only those emerging labels ready to make such a move. *"Mercedes-Benz, a loyal partner for five years, engages the first lustrum for the presentation of the Concept A-Class to the Dutch fashion industry."* The nominees for the 2011 edition will be announced mid-September.

End of press release.

For more information, interviews and images requests:
Unlimited PR T: +31 (0)20 6266176, E: dfa@u-pr.nl

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.

