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Mercedes-Benz Dutch Fashion Awards 2009

Dutch Fashion Foundation is proud to announce the third edition of the Mercedes-Benz Dutch Fashion Awards, this year to be held on November 6th in the beautiful city of The Hague. An international jury of fashion industry professionals decides which Dutch designer is most likely to succeed on the international market. This designer wins the Mercedes-Benz Dutch Fashion Award of 25.000 euro to develop his/her label.

The finalists of the Mercedes-Benz Dutch Fashion Awards 2009 are Bas Kusters, Jeroen van Tuyl, Mada van Gaans, Iris van Herpen and Sjaak Hullekes. We are honoured to welcome in the international jury Beppe Angiolini (Director Camera Italia dei Buyer della Moda, Milaan), Valentina Maggi (Director of Product, Floriane de Saint Pierre, Paris), Jean Jacques Picart (fashion consultant, worked for Chloe, Ferragamo, Jil Sander, Thierry Mugler and founded Maison Christian Lacroix, Paris), Marc Gysemans (Director Gysemans Clothing Industry, Belgium) and Wilbert Das (Diesel, Italy).

www.dutchfashionawards.com
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The nominees

Jeroen van Tuyl (1971):

"Through the Mercedes-Benz Dutch Fashion Awards I to hope to gain more appreciation for my label and reach a larger fashion public."

Jeroen van Tuyl quietly displayed a remarkable sense of focus and determination building his label since 2000. Although never overlooked by the Dutch press, Van Tuyl choose an international strategy from the start, while focusing on growing his business in stead of his personal fame. As determined as he is in his signature style, an archetypical classic base with an ultra modernist hard edge, Jeroen van Tuyl seems to know where he's going. Showing on the official calendar is Paris every season since 2005, he's made it to be one of the 'brat pack' of edgy young menswear designers to watch.

The quality of his work surfaces in every detail. Whether it's the luxurious choice of fabric, his knowledgeable and innovative tailoring with sharp details and clear constructions or the well balanced execution of his design themes – often relating man to mechanics – his collections are overall elegant, metro-masculine and desirable. No wonder, as the label is maturing, Jeroen van Tuyl is gathering more and more fans around the world. Apart from 6 stores in the Netherlands, Van Tuyl sells to Russia, Canada, the UK and Japan.

Mada van Gaans (1975):

"Winning the Mercedes-Benz Dutch Fashion Award 2009 would enable me to invest in production and sales of my collection and, and hence the growth of my company."

One of the qualities that make a designer's reputation strong over time is consistency. Mada van Gaans certainly proved her ultra feminine style to be a lasting and highly recognizable one, on a national level at least. There's a defined romantic and playful note to her work, yet her women's collections are strikingly mature and modern.

Her style may not be loud - in fact Mada prefers to focus on mythology, elements from nature and fancy detailing inspired by traditional craftsmanship techniques from different cultures - her strength ultimately lies in the depths of feminine nature. Her dresses are sensual, young, chic and enriched with her signature organic prints and ornaments. Next to her own label Mada van Gaans designs a special collection for Dutch leatherwear label 'Need You' since 2006. At this moment Mada van Gaans is sold in some of the best Dutch designer boutiques such as Coming Soon in Arnhem and Wendela van Dijk in Rotterdam.

Bas Kosters (1977):

"I'm overjoyed and very excited about presenting myself to this international jury. I really look forward the whole day; it is going to be nerve wrecking but also very stimulating for sure."

Multi talent Bas Kosters has been creating quite an unusual and outspoken universe crossing borders between fashion, design, music and art. His brash Punk-ish attitude mixes protest generation aesthetics with club-life glam, star struck glitter, a fashionable overdose of radiant colors, prints and embroideries and an altogether unique sense of humor. Bas Kosters Studio, established in 2005, houses all his fashion related activities like highly original doll collections, paintings, illustrations and installations, as well as music and performances by his band. Instead of producing seasonal collections at the beat of the fashion system's demands, Bas Kosters regards his total body of work as an ongoing manifestation of his brand. Bas focuses on building his multi-disciplinary oeuvre, which evolves over time, and by doing so he keeps his say in the cultural dialogue alive and kicking.

Iris van Herpen (1984):

"The essence of my label is the fusion between fashion and art through my personal vision. I hope my work will inspire both the jury and the audience, as taking part in this Award show will certainly be a stimulating experience for me."

With her London Fashion Week debut on September 19 this year, showing her monumental 'couture' collection off schedule at the Royal Festival Hall, Iris van Herpen caused quite a storm. Raving response by influential fashion editors from titles like Vogue, Vanity Fair and Dazed & Confused, and an on the spot offer to show at Harrods, prove her conceptual and impressively laborious sculptures to be less outlandish than they seem. Iris van Herpen's strong experimental direction never overwrites her feel for feminine elegance, but contributes a wildly imaginative and futuristic proposal to contemporary fashion aesthetics. Materializing her fascination for both ancient and forward minded visions about the human condition, Iris van Herpen explores highly unorthodox materials such as high tech fabrics and industrial yarns, sheer woven metal, pressed gold foil, motor bicycle chains and a variety of illusively treated leather in artful techniques inspired by shoemaking crafts. The work of Iris van Herpen may rise well above and beyond the usual realms of mass manufactured fashion; fact is fashion wants a part of it, and with her limited, made to order ranges they can indeed.

Sjaak Hullekes (1981):

"With the nomination of the Sjaak Hullekes label for this prestigious award we hope to gain recognition on a national level, which would help us to continue and expand our international strategy."

With the ongoing sophistication in menswear today Sjaak Hullekes hits a sweet note. The Sjaak Hullekes label, which was launched in the winter of 2006, reinterprets the designer's romantic taste for early 20th century dandyism resulting in ever so subtle contemporary menswear. With great attention to make and detailing - which not only shows on the outside but is often hidden for the pleasure of the wearer only - Sjaak Hullekes serves style conscious men unafraid to address their feminine side with a refined choice in clothes, yet opting for a quiet, soft toned and ageless image. Sjaak Hullekes' passion for traditional craftsmanship and nostalgia aims to emphasize a man's personality and natural beauty, and he shows himself well aware that his soft-spoken fashion statement derives its strength from quality and perfection. His natural palette comes to live with sun-bleached colors in fine fabrics including delicate and sheer qualities. Not surprisingly the Japanese were the first to pick it up. Sjaak Hullekes is sold at seven Croon a Song-doors throughout Japan and at MgH20 in Rotterdam.

Jurymembers

Once again the Dutch Fashion Foundation has invited an independent committee of Dutch fashion professionals and opinion leaders from the cultural and economical field to nominate talented Dutch designers with international potential for the Mercedes-Benz Dutch Fashion Awards. From this list of pre-nominees the honourable members of the international jury have selected the five finalists. The complete jury of fashion professionals of the international fashion industry will choose on November 6th the designer most likely to succeed internationally. The international jury of 2009:

- **Beppe Angiolini (Director Camera Italia dei Buyer della Moda, Milan)**

Beppe Angiolini is the director of the Camera Italia dei Buyer della Moda, the association for fashion buyers in Italy. Angiolini is also the owner and buyer for Sugar, an apparel and accessories for both men and women stores located in Arezzo.

- **Wilbert Das (Creative director Diesel, Italy)**

Being the Creative Director of Diesel, Wilbert Das has been dedicating himself to refining the human aspects of the creative process. For over 15 years Das has contributed to Diesel's harmonious creative culture which is distinct in the industry and the key to the brand's success.

- **Valentina Maggi (Director of Design practice, Floriane de Saint Pierre & Associates, Paris)**

As a headhunter with passion for design in the wider sense, such as architecture, product design and fashion Valentina Maggi joined Floriane de Saint Pierre & Associés in 1999 and has is now the director of Design Practice since 2000.

- **Jean Jacques Picart (fashion consultant, Paris)**

After putting his media savvy to work for brands as Thierry Mugler, Cacharel, Shiseido, Emanuel Ungaro, Ferragamo, Kenzo, Hermés, Levi's, Chloé, Jil Sander and Helmut Lang, Jean Jacques Picart devoted much of the 1980s and 1990s to the career of Christian Lacroix. Today, in addition to advising such top figures, Picart is very active in encouraging young fashion designers and fashion companies.

- **Marc Gysemans (Direct Gysemans Cloting Industry, Belgium)**

Marc Gysemans founded his company in the same period as the famous Antwerp Six and collaborated with them in the early years. He was associated with Véronique Branquinho and is licency for prominent international labels Raf Simons, Kris Van Assche and CERRUTI Women.

The presentation on the evening is in hands of the Dutch actress Hanna Verboom. The winning designer of the Mercedes-Benz Dutch Fashion Award 2008, Monique van Heist, shows her latest collection as part of the evening program. The awards presented are designed and produced by the Dutch design atelier Ted Noten.



Not for publication:

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