



# ANTWERP CITY OF FASHION

## VISION & PLAN

Fashion Talks Antwerp  
November 25<sup>th</sup>, 2021

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WHAT DID WE NEED?

**A VISION**

# TIME TO ACT

- **Antwerp fashion** internationally renowned
- Strong image and status of fashion education | **Royal Academy of Fine Arts**
- Renowned Fashion Museum | **MoMu**
- Creative and innovative **fashion entrepreneurs**, trained in Antwerp
- Quirky and qualitative **fashion retailers**



Antwerp, an abundance of pioneering fashion talent



# ANTWERP LABORATORY OF FASHION

A PLACE WHERE PIONEERING CREATIVE  
TALENTS ARE SUPPORTED, PROMOTED AND  
CHALLENGED TO REIMAGINE FASHION, THE  
FASHION BUSINESS AND HOW IT IS  
EXPERIENCED

# A NEW VISION



## 5 Key Elements

1. Strengthening the Anchors
2. Talent for fashion industry
3. The new fashion entrepreneurs
4. Experience fashion in the city
5. Fashion as a strong brand

# ANCHORS



## Royal Academy of Fine Arts | Fashion Master

- Clear support
- 5-year plan
- Retain alumni
- Program SHOWWW

## Fashion Museum | MoMu

- Contemporary fashion
- Unique and socially relevant
- Confirm top position
- Valorizing autumn 2021

- Foster fashion talent with a **variety of backgrounds**
- Investigate **the needs** within fashion education
- **Action plan** “training for the fashion industry”
- Support **training** to develop **digital** skills





# ENTREPRENEURSHIP



- **Boost** talent **starting** a fashion company
- Connect them through **mentoring, coaching** and **innovative projects**
- **Cross-overs:** materials, technology and creativity
- Support programs such as ANTWERP. POWERED BY CREATIVES.
- **Support private initiatives** for studios, communal infrastructure and matchmaking
- **Connecting** fashion networks

# EXPERIENCE

- Main core shopping area of the Benelux
- Identity and visual recognition fashion street scene
- Support fashion moments
- Make fashion part of the program of urban events
- Set up unique fashion events



# FASHION AS BRAND



- Our brand as a **fashion city**
- The **relation** of fashion with **the brand** of the city
- Collaboration in terms of message, not format
- Antwerp residents **aware and proud**



- Fashion coordinator
- Working across all city services
- Host informal sound board meetings
- Keep in track of needs and ideas
- Get commitment from the sector

04.11.21 — 20.11.21



20 UNIEKE CREATIES IN  
20 ANTWERPSE SHOPS

# A PART

Antwerp, 'doing things differently' with a new vision on fashion.

# ANTWERP A WORLD OF OPPORTUNITIES



# Contact City of Antwerp

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