

ANTWERP CITY OF FASHION

VISION & PLAN

Fashion Talks Antwerp November 25th, 2021

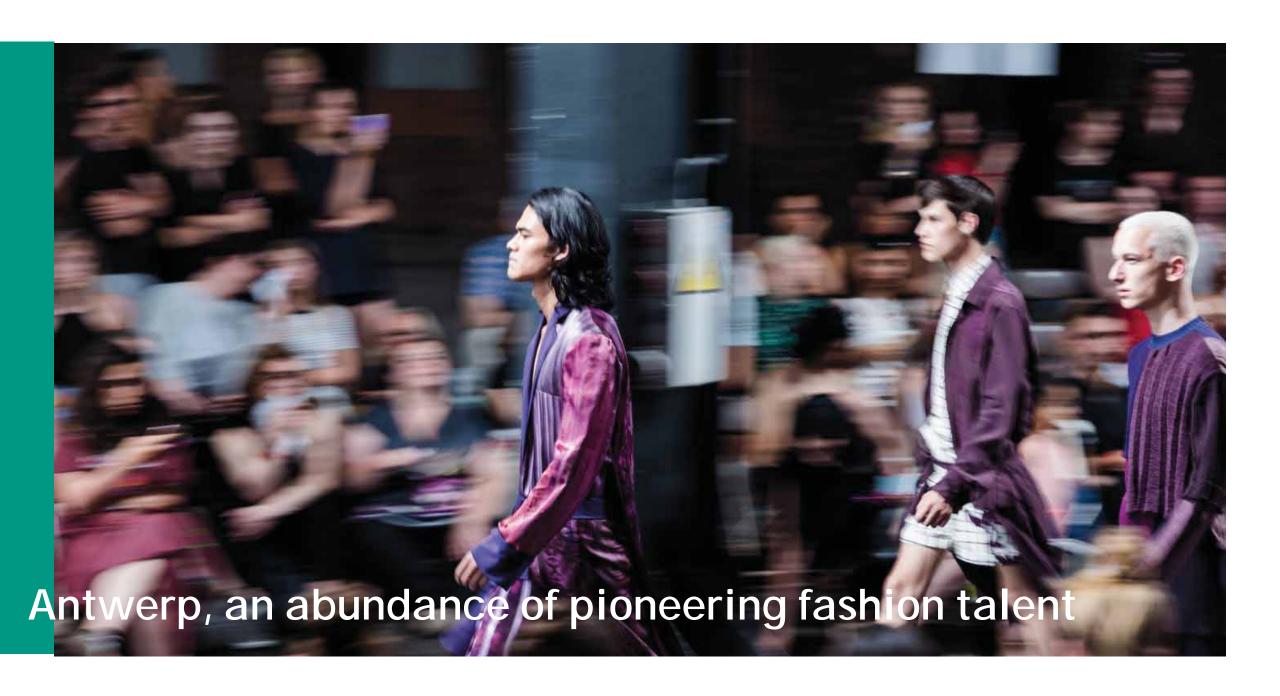
Katrien Huygens | City of Antwerp

WHAT DID WE NEED?

A VISION



- 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



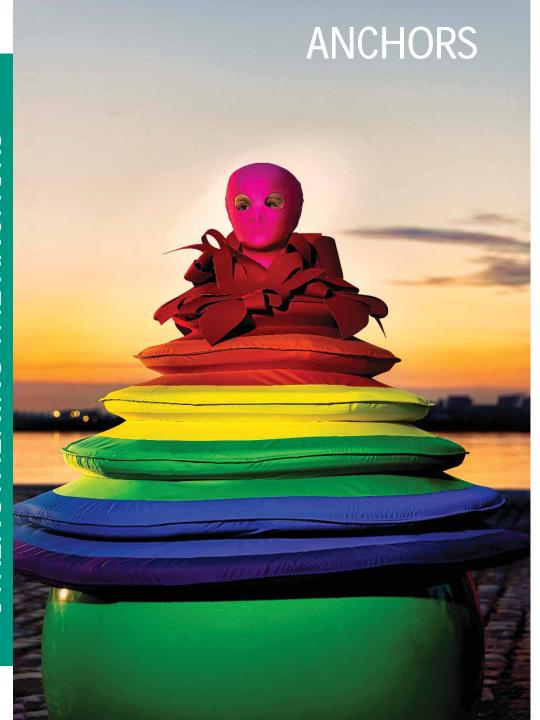
ANTWERP LABORATORY OF FASHION

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



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

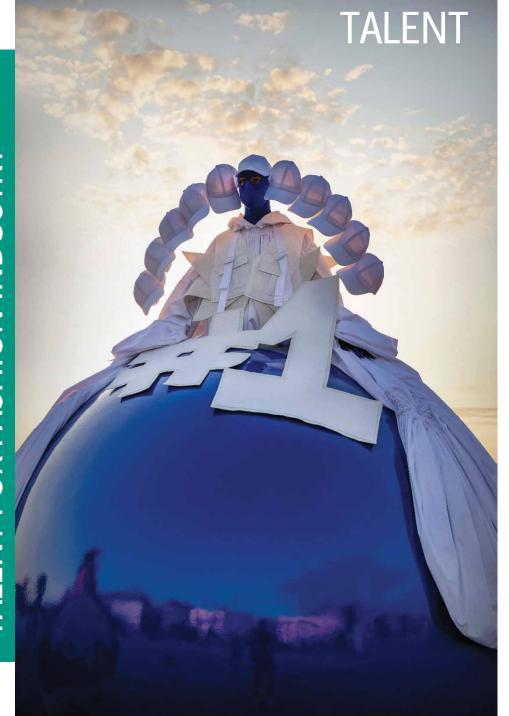


Royal Academy of Fine Arts | Fashion Master

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

Fashion Museum | MoMu

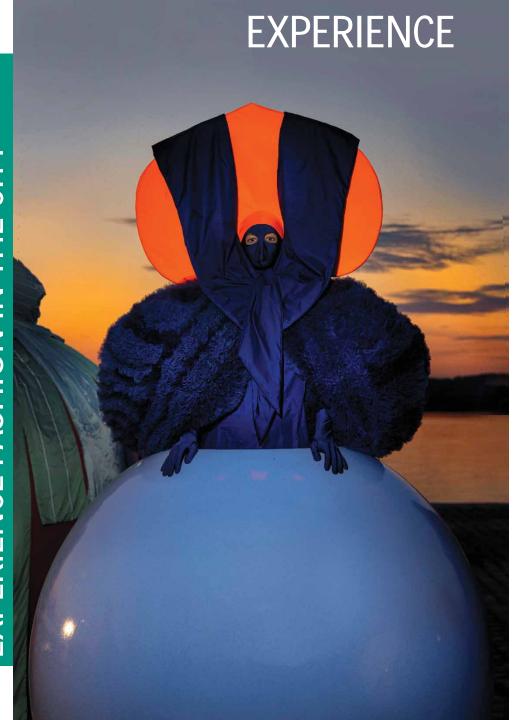
- Contemporary fashion
- Unique and socially relevant
- Confirm top position
- Valorizing autumn 2021



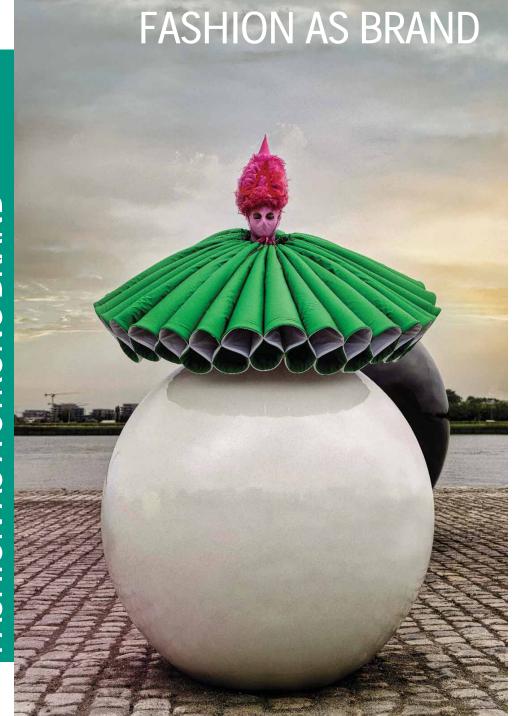
- Foster fashion talent with a variety of backgrounds
- Investigate the needs within fashion education
- Action plan "training for the fashion industry"
- Support training to develop digital skills



- 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



- 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

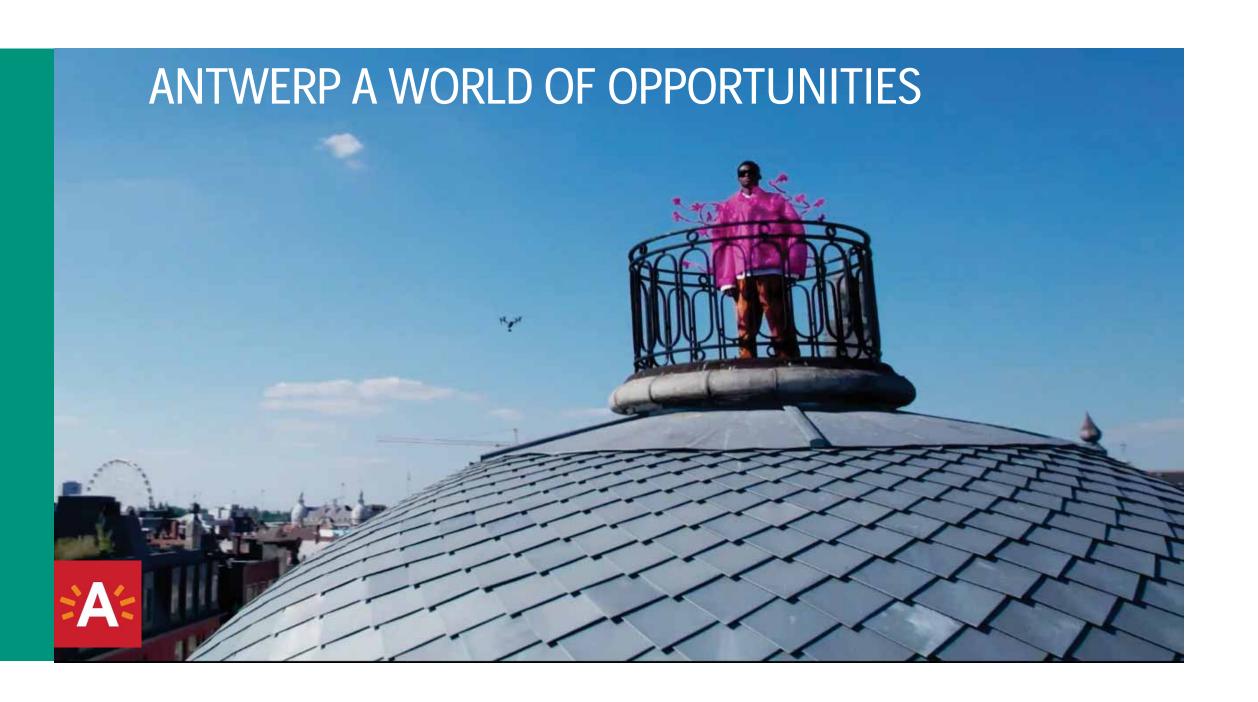


- Our brand as a fashion city
- The relation of fashion with the brand of the city
- Collaboration in terms of message, not format
- Antwerp residents aware and proud



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





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