

MODEFABRIEK

AMSTERDAM FASHION TRADE EVENT

RAI AMSTERDAM

9+10 JULY 2023

MODEFABRIEK IS THE MOST CREATIVE, INSPIRING, AND INNOVATIVE FASHION TRADE EVENT.

A MASH-UP OF FASHION COLLECTIONS, EXHIBITIONS, SHOPS, PLATFORMS, BRAND PRESENTATIONS, TALKS, WORKSHOPS, FOOD & DRINKS. AND BUSINESS. AND GOOD FUN.





40.000 PROFESSIONALS ONLINE AND LIVE

33.000M2 EVERYTHING UNDER ONE ROOF

LET’S DO BUSINESS!

- The best buyers
- New clients
- 450+ leading contemporary brands
- The meeting place for the entire fashion community
- Up-to-date Talks & masterclasses
- The newest trends
- The nicest platforms
- Stage for talent

THE FASHION EVENT OF JANUARY 2023!



SPECIALS & PLATFORMS

In addition to the more than 450 new collections, Modefabriek has a program full of know-how, eye-openers, trends, inspiration and collaborations for fashion professionals:

- **Talks & Masterclasses program by well known experts**
- **Trendforum**
- **The Fashion Gallery for high end labels**
- **The Sustainable Stop**
- **Young Entrepreneurs Platform**
- **Drive Inn Junior for kids labels**









VISITORS

86% IS DECISION-MAKING OR HAS AN ADVISORY ROLE IN BUYING

62% IS THE OWNER, HEAD OF BUYING OR RUNS THE COMPANY

47% OF THE INTERNATIONAL VISITORS COME FROM BELGIUM, 34% FROM GERMANY



ABOUT MODEFABRIEK

“A day for everyone from the fashion industry where you will be inspired with the latest trends and collections! A real must-do!”

VAN TILBURG

“Every year Modefabriek is like a new puzzle with differently shaped pieces.”

FASHION UNITED

“Modefabriek has felt like old times again in recent days. The trade fair was busy, fun and full of inspiration for the upcoming autumn-winter season.”

TEXTILIA

“Modefabriek is a relevant fair because all the brands present their Dutch selection. That makes Modefabriek a unique fair and important as a buyer to go to. ”

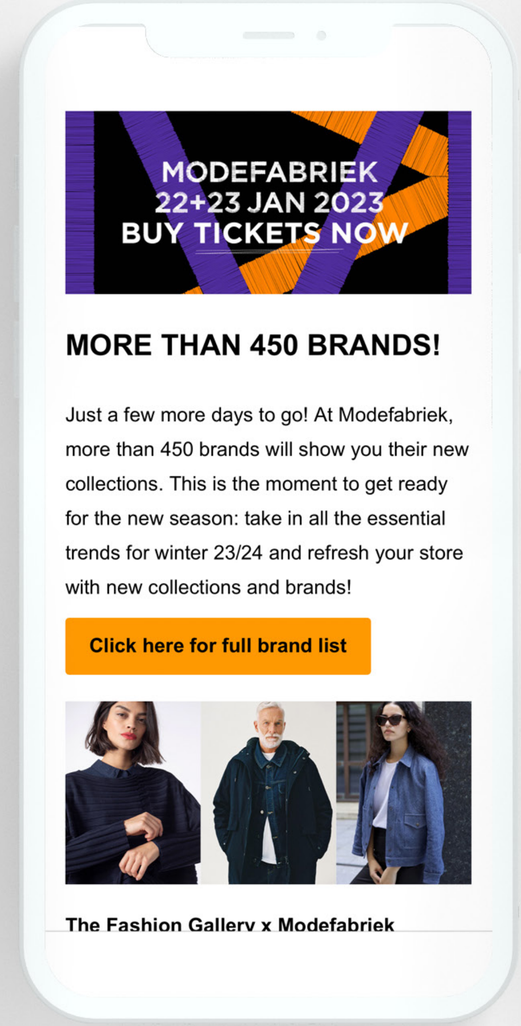
WEHKAMP

“Trade shows are essential for me as a buyer. That’s where the whole buying world comes together. They are places where trends arise, where contacts are made and cited. It is very pleasant to see, feel and experience everything together in one location.”

DE BIJENKORF

“As a relatively new player in the women’s and men’s fashion market, it is very important for bol.com to visit Modefabriek. We are constantly looking for new brands. ”

BOL.COM







HOW WILL WE PROMOTE THE EVENT

MARKETING CAMPAGNES

- PR & Marketing campaign with (inter)national trade journals: a.o. FashionUnited, Textilwirtschaft, The SPIN OFF, JNC, Textilia, Vrouwenmode, Mannenmode, LINK
- Branding campaigns (online and event) with media partners and industry associations
- Marketing campaign on LinkedIn, Facebook and Instagram
- B2B campaign Google Adwords, Google search & display
- Ticket sales email campaign
- Media kit for exhibitors for their own socials

SOCIAL MEDIA

- Brand profiles of our exhibitors
- Industry facts
- Behind the scenes
- Sneak peeks of our news

NEWSLETTER

- Our newsletter reaches more than 28.000 contacts

MODEFABRIEK.NL

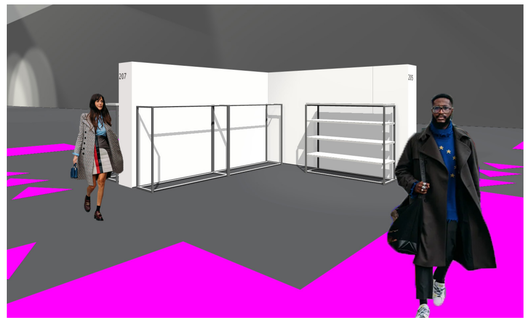
- B2B platform with 700+ online showrooms!
- Event brand list linked to these showrooms
- News and videos from our exhibitors are highlighted
- Inspiring articles, trends, developments, data and more!







STAND OPTIONS

	STAND 10m2	STAND 15m2	STAND 20m2
INCL.	• 1 back wall and side wall, 2.44m • 2 RVS racks, 1.80m wide • Lighting • Stand number signage • Brand on online brand list • Extra: 6 months free account for online showroom on Modefabriek.nl	• 1 back wall and side wall, 2.44m • 3 RVS racks, 1.80m wide • Lighting • Stand number signage • Brand on online brand list • Extra: 6 months free account for online showroom on Modefabriek.nl	• 1 back wall and side wall, 2.44m • 4 RVS racks, 1.80m wide • Lighting • Stand number signage • Brand on online brand list • Extra: 6 months free account for online showroom on Modefabriek.nl
			
PRICE	€3.290,-	€4.935,-	€6.325,-

** There is a surcharge on stands in the outer ring. These stands have a back wall of 3.50m and are upon request.*

STAND OPTIONS

	STAND 30m2	STAND 40m2
INCL.	• 1 back wall and side wall, 2.44m • 6 RVS racks, 1.80m wide • General lighting • Stand number signage • Brand on online brand list • Extra: 6 months free account for online showroom on Modefabriek.nl	• 1 back wall and side wall, 2.44m • 8 RVS racks, 1.80m wide • General lighting • Stand number signage • Brand on online brand list • Extra: 6 months free account for online showroom on Modefabriek.nl
		
PRICE	€9.110,-	€12.145,-

** There is a surcharge on stands in the outer ring. These stands have a back wall of 3.50m and are upon request.*

STAND EXAMPLES









WE ARE MODEFABRIEK

- We reach the fashion community of the entire Benelux
- We connect fashion professionals
- We unite the market
- We inspire
- We know the market
- We support talent
- We focus on sustainability
- We work with all relevant trade magazines

LET’S MEET AND DO BUSINESS



JOIN US & CONNECT!

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