

Press release 15 May 2009

ARNHEM FASHION BIENNALE HAS LAUNCHED EXCLUSIVE FASHION MAGAZINE

In cooperation with Elsevier Magazine the biggest fashion event in the world Arnhem Mode Biennale has published a unique fashion magazine focusing on fashion designers and the Fashion Biennale theme SHAPE. The magazine, released with three different covers, features interviews with the most trend-setting fashion designers in the world including the Rodarte sisters from the US and avant-garde designer Rick Owens. Furthermore Proenza Schouler, Raf Simons (designer for Jil Sander), Klavers van Engelen and revolutionary designer of man's fashion Thom Browne discuss the role of shape in fashion.

The Arnhem Mode Biennale Magazine has been compiled in cooperation with national and international fashion journalists including Laird Borrelli of Vogue.com, Cathy Horyn of The New York Times, Diane Pernet of ashadedviewonfashion.com, Gert Jonkers of Fantastic Man and John de Greef of Elsevier. Art critic Hans den Hertog Jager thoroughly reviews work of Maison Martin Margiela. Freudenthal/Verhagen made a remarkable photo shoot, taking SHAPE as a starting point. Sabrina Bongiovanni took photographs of accessories, Barrie Hullegie took care of the magazine's cover and Georgette Koning was chief editor.

The Arnhem Mode Biennale Magazine is available for € 5 at www.elsevier.nl/amb, Bijenkorf Arnhem and Amsterdam and l'Espresso fashion stores in Amsterdam and The Hague as well as at museum shops and a number of specialised bookshops in the major towns of The Netherlands.

The magazine is also available at the Arnhem Mode Biennale, taking place from 6 June to 6 July in the town centre of Arnhem. A ticket to visit SHAPE is € 10 and € 13,50 including the magazine.

www.elsevier.nl/amb

www.arnhemmodebiennale.com



Note to the editorial staff, not for publication:

Selected points of sale so far:

Bijenkorf stores Arnhem and Amsterdam

l'Empresse, Amsterdam and The Hague

Azzuro Fashion, Amsterdam

Shopper, Rotterdam

Denham, Amsterdam

Stylesuite, Maastricht

Kiki Niesten, Maastricht

Plantage Books & More, Amsterdam

Gemeentemuseum, The Hague

Zuiderzee Museum, Enkhuizen

Kröller-Müller Museum, Otterlo

Margreeth Olsthoorn, Rotterdam

Barrio Mixstore, Amsterdam

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