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Fashion Style!

unlocking the city

Allow our clued-up dam dwellers to help you unlock this city! In this issue, **Studio Jux** manager **Carlien Helmink** gives us the inside scoop on Amsterdam fashion.

BY: SARAH MOORE



CARLIEN HELMINK (28)

MANAGER OF STUDIO JUX

How does the fashion scene in Amsterdam compare to Milan, New York or Paris?

I think the Amsterdam fashion scene is still really small. Many European headquarters of commercial brands are based here such as Pepe Jeans and Tommy Hilfiger, but most fashion designers want to go abroad to get established first. As far as sustainable fashion, Germany is much more advanced than most other European countries. The Netherlands is also starting to change and green fashion is becoming more accepted in the mainstream.

Where can you go to shop for independent fashion labels?

ANNLIZ is a really small boutique that feels very personal. The owner selects brands on a philosophy that's not just organic, but also chooses designers who make clothes without compromises. **Charlie & Mary** is the first sustainable boutique that opened in Amsterdam. This De Pijp shop really reflects the young and funky neighbourhood.

What about local Dutch labels?

Love Luha is a wonderful accessories label with hand-made jewellery, hats and scarves. **Oat Shoes** designs fully compostable shoes with seeds embedded within the soles. When you're ready to throw the shoes out, flowers will grow wherever you toss them! **Lenneke Wispelwey** designs feminine kitchenware and ceramics that is a bit experimental, but still accessible.

Where are the best places for vintage finds?

For homeware fashion, you have to check out the North of Amsterdam. **Neef Louis** is the best vintage furniture store in the



city. They travel all around Europe and find amazing pieces that are

nearly impossible to find. The best vintage shop for clothes is **Jutka & Riska** on the Kinkerstraat, it's a small shop filled with tonnes of new and vintage clothes. If you're looking for accessories, this is the place to go!

What about boutiques with high-end labels?

Van Ravenstein in the Nine Streets sells designs by Dries van Noten, Viktor & Rolf, and many more. On Saturday mornings they open up their basements and throw a 70 per cent off sale. **SPRMRKT** on the Rozengracht stock beautiful items from high-end labels and they also have their own eco label called SPRB.

What are some unique events to look out for during fashion week this month?

There's a lifestyle concept store called **Options** that just opened this month on the Damrak in the main shopping district. During fashion week **Mint** and **Charlie & Mary** are partnering together to open up a pop-shop inside of Options to showcase

some pieces from Amsterdam Fashion Week. This is a great way to take a peek at some of the collections since Fashion Week limits a lot of events to the industry.

Studio Jux is a sustainable and fair trade design label based in Nepal and Amsterdam. In Amsterdam, their designs can be found in Souka, Charlie & Mary, and ANNLIZ. For their latest collection, check out their webshop at www.studiojux.com.

