

DESIGNERS, SHOWS, MAKE-UP ARTISTS, MODELS.... BRUSSELS FASHION DAYS

Guendalina Perelli · October 25, 2014



Image d'ouverture originale jointe à l'archive. Crédit photo : DR.

The third edition of the Brussels Fashion Days, has taken place from the 17th to the 19th October at the EGG in Brussels. 10.000m2 dedicated to whom who have a creative side, where everybody could express himself, but mostly 10.000m2 where to be seen. Organized by Serge Vanderheyden and his agency Beegroupe, with the help of MAD Brussels (Mode&Design Center) and ELLE Belgium, this event has been a 100% success from its launching three years ago. It has given, and still gives the possibility to young talents to be known and discovered. Also, the objective of this event is not to be open only to fashion people, but to all those who are interested in discovering something new. Those three days full of events were launched with the MAD Brussels Fashion Show. Ten designers, each one graduated in 2014 from a different fashion school in Belgium and selected by the MAD, showed their creativity and their style on the walkway. I am talking, for the lucky ones, about the future of the international runways: Anouk Fallon (La Cambre Mode), Marie Roy (Saint Luc Tournai), Ilke Cop (Stedelijke Academie voor Schone Kunsten), Marine Leclercq (Atelier Lannaux), Seda Djanti (Château Massart), Dolorès Gossye (Saint Luc Bruxelles), Louise Deharre (Helmo Mode), Nele Berckmans (School of Arts, KASK), Sophie de Moor (Haute Ecole Francisco Ferrer) and Emmanuel Beguinot (Koninklijke Academie voor Schone Kunsten).

Those who attended the show were left astonished in front of the potentiality of some of those young designers, like Nele Berckmans collection that caught the eye of everybody with her pink oversize leather coat. Besides the different fashion runways organized during the weekend, the Brussels Fashion Days offered a large range of activities, exhibitions and conferences. L'OREAL Professionnel and MAC gave the opportunity to enter their world through the Hair Bar and Lip Bar. Different exhibitions of photographers and schools were open to

everybody at the entrance hall. To whom who were interested to become a model, IMM proposed a permanent casting to discover the “new face”. Conferences and talk shows where Didier Vervaeren (Fashion Curator) and Jean-Paul L'espagnard (Fashion Designer) gave their opinion were animated by the editor-in-chief of ELLE Belgium, Béa Ercolini. And let's not forget the FASHION SALES space, where different brands such as Michael Guérisse O'Leary and Control Studio proposed their collection at advantageous prices. Every year, this event grows up inside the Belgian Fashion World. Differences can be made with the year therefore about the organization, the public, the designers and the models of the runway. As a result of it, the Brussels Fashion Days will be one of the most attended events next year for the fashion people in Belgium.



Photographie de l'événement 1 sur 8. Crédit photo : DR.



Photographie de l'événement 2 sur 8. Crédit photo : DR.



Photographie de l'événement 3 sur 8. Crédit photo : DR.



Photographie de l'événement 4 sur 8. Crédit photo : DR.



Photographie de l'événement 5 sur 8. Crédit photo : DR.



Photographie de l'événement 6 sur 8. Crédit photo : DR.



Photographie de l'événement 7 sur 8. Crédit photo : DR.



Photographie de l'événement 8 sur 8. Crédit photo : DR.

Recomposition éditoriale de lecture d'après le PDF exporté de l'article en ligne. Les publicités, menus, liens externes, modules de partage, recommandations et bannière de cookies ont été retirés. Le texte et les photographies concernant les Brussels Fashion Days ont été conservés. Le PDF original reste la preuve de parution.