

# Contents

Acknowledgements	viii
1. Introduction: The Paradoxes of Dutch Fashion	2
<b>Profile:</b> G-star	27
Anneke Smelik	
<b>Part I: Dutch Fashion Culture</b>	
2. Clogs on High Heels: Dutch Cultural Heritage and Fashion	30
<b>Profile:</b> Max Heymans	48
José Teunissen	
3. Contours of the Dutch Fashion Industry	50
<b>Profile:</b> Hollandia-Kattenburg	66
Michiel Scheffer	
4. Don't Dress to Impress: Fashion Discourse in Dutch Magazines	68
<b>Profile:</b> Frans Molenaar	82
Maaïke Feitsma	
5. Vivid Colours: From the Local to the Global and Back Again: Oilily, Mac&Maggie and CoraKemperman	84
<b>Profile:</b> Jan Taminiau	102
Anneke Smelik, Daniëlle Bruggeman and Maaïke Feitsma	
6. Denim Goes Dutch: A Myth-in-the-Making	104
<b>Profile:</b> Francisco van Benthum	119
Maaïke Feitsma and Anneke Smelik	

## Part II: Dutch Firms and Designers

- |  |     |
|--|-----|
| 7. Van Gils: Between Designing a Lifestyle and Making Suits                                  | 122 |
| <b>Profile:</b> C&A  | 138 |
| Anja Köppchen  |     |
| 8. Mexx: A Dutch Brand with Global Reach   | 140 |
| <b>Profile:</b> Claudia Sträter  | 157 |
| Anja Köppchen  |     |
| 9. From Mac&Maggie to CoraKemperman: Successful Co-Creation in<br>Production and Consumption | 158 |
| <b>Profile:</b> The People of the Labyrinths   | 176 |
| Anneke Smelik, Anja Köppchen and Constantin von Maltzahn                                     |     |
| 10. Vanilia: High-Street the Dutch Way   | 178 |
| <b>Profile:</b> Marlies Dekkers  | 194 |
| Constantin von Maltzahn  |     |
| 11. Spijkers en Spijkers: A Cut Above  | 196 |
| <b>Profile:</b> Alexander van Slobbe   | 213 |
| Constantin von Maltzahn  |     |

### Part III: Novel Perspectives

12. Dutch Fashion Photography: Liquid Bodies and Fluid Faces	216
<b>Profile:</b> Studio JUX	232
Daniëlle Bruggeman	
13. Fashion as a New Materialist Aesthetics: The Case of Viktor&Rolf	234
<b>Profile:</b> Bas Kusters	250
Daniëlle Bruggeman	
14. Cybercouture: The Fashionable Technology of Pauline van Dongen, Iris van Herpen and Bart Hess	252
<b>Profile:</b> Anouk Wipprecht	270
Anneke Smelik	
Bibliography	272
List of Illustrations	283
Contributors	287
Index	289