



VOGUE
DOWNTOWN

September 4 / 2025



VOGUE DOWNTOWN



In immersive & spectacular *Vogue brand*
EXPERIENCE to celebrate *FASHION* in the
middle of *Amsterdam*

IT'S A FASHION SHOW-MEETS-STREET FAIR

In 2024 we celebrated the first edition of this new spectacular *Vogue* event, join us for *Vogue Downtown* – Amsterdam. A real life experience for the new era of fashion & *Vogue* featuring special guests in the heart of the city.

We celebrate new attitudes, personalities, athletes and supermodels that are shaping fashion today.





PRINT



ONLINE



INSTAGRAM



TIKTOK

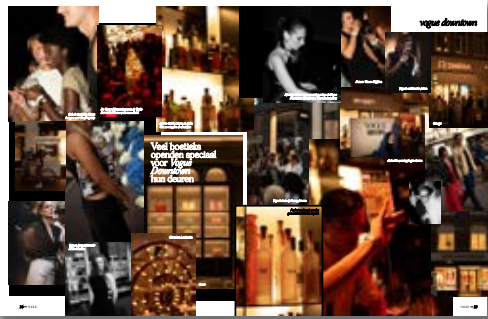
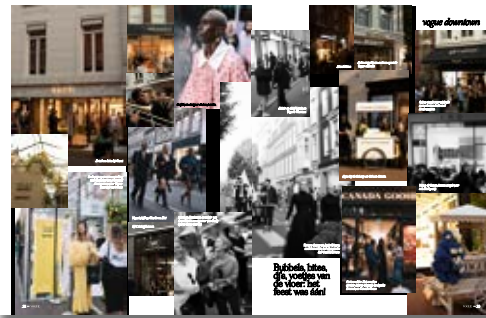
Extensive PR and marketing campaign by *Vogue Netherlands* via *Vogue* print, *vogue.nl* and Social media platforms Instagram and TikTok.

Featuring the event and all participating brand partners with dedicated editorial content. The *Vogue 9* issue was the entrance ticket for the event.





PRINT



ONLINE

Brand awareness via a paid marketing campaign + PR coverage in other media outlets.

VOGUE DOWNTOWN

THURSDAY SEPTEMBER 4 / 2025

Vogue Downtown is a spectaculair event where we celebrate fashion all together in the middle of the P.C. Hooftstraat. *Vogue Netherlands* will turn the street upside down and create an immersive brand experience, where personalities, athletes, supermodels and dancers will all come together in an amazing show element. We invite actors, industry leaders, models, influencers and *Vogue* readers to the event. It will be the moment that we all can celebrate life and fashion together. The stores in the street will host unique events, instore parties and amazing activation booths on the street so that every visitor can also experience all that the fashion houses have to offer during this event. They can take a deep dive into the world of the house and will be welcomed with good food, music and of course, champagne. We are beyond excited to introduce the Netherlands to this festive fashion party and I am sure that this is going to be the party of the year where everyone from now on will look forward to. *Let's dance and celebrate together!*

*+15 million
PR value in
social coverage
during the
night*

*+4000
visitors
in 2024*

*+30
boutiques
organized in
store
activations*

VOGUE DOWNTOWN

CELEBRATE & PARTNER WITH US?

Vogue Netherlands cordially invites stores and brands operating from the P.C. Hooftstraat, Van Baerlestraat en Hobbemastraat in Amsterdam to participate in this unique, top-level event.

THURSDAY SEPTEMBER 4 / 2025
EVENT TIMING: 6 - 9 PM

Do you want to participate in this *Vogue* event, we would love to have a brainstorm for a unique brand activation during this night including an extensive media package in *Vogue* print and digital.



EVENT PACKAGES INCLUDE

- Organization and production of the *Vogue Downtown* event including top-notch guestlist

- Visits from Vogue-readers and like-minded fashion aficionados

- Attendance of *Vogue's* editorial staff, designers, models and other personalities from the fashion industry – Extensive PR around the event with extensive marketing campaign

VOGUE FEATURES

- The official announcement of *Vogue Downtown*, 2/1 page in *Vogue* July/August 2024

- A dedicated editorial feature, 8 to 10 pages in *Vogue* September 2024

- Your business's name, location and brand activity mentioned on the special map in *Vogue* September 2024 – A special after report on the event in *Vogue* November 2024

- A dedicated editorial feature on *vogue.nl*

- Announcement on social platforms *@voguenl*

OPTIONAL PARTNERSHIPS

- Unique brand activation on the PC Hooftstraat

- Dedicated *Vogue* Paper during the event

- Supporting fashion film screened at the event

- Partner-up with influentials (brand faces) who are attending the event or be part of the show element – Extensive social platforms dedicated with *Vogue Downtown*

- Claiming a specific moment before (invite only drinks), during (*Vogue* café) or after the event (exclusive after party)

All specifics need to be discussed to match the brand strategy perfectly



VOGUE DOWNTOWN

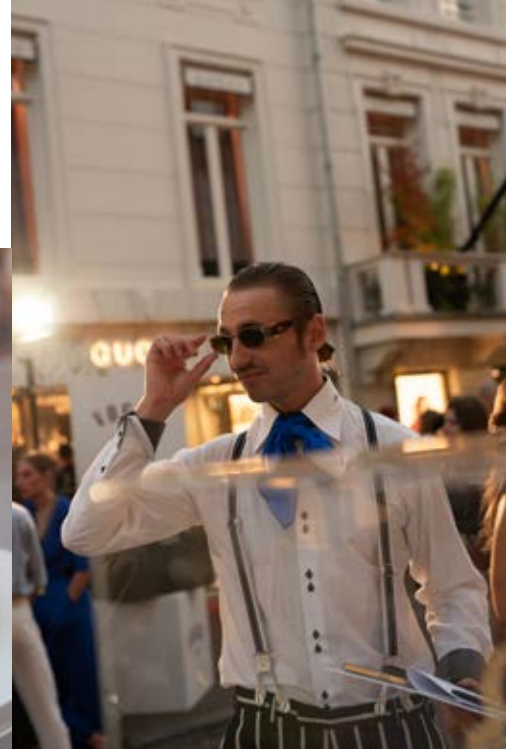
EXAMPLES OF BRAND ACTIVATIONS



VOGUE X SNAPCHAT

VOGUE DOWNTOWN

EXAMPLES OF BRAND ACTIVATIONS



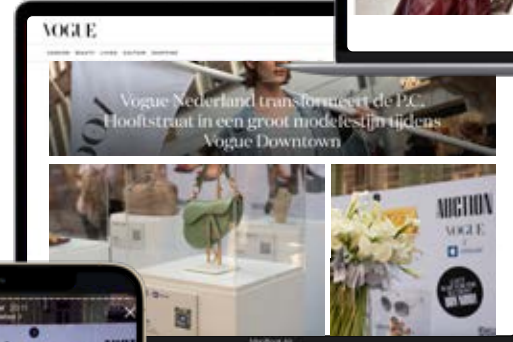
VOGUE X CATAWIKI

VOGUE DOWNTOWN

MEDIA COVERAGE FOR CATAWIKI



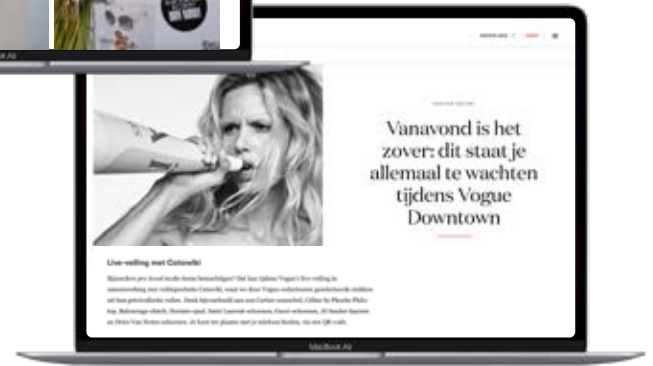
PRINT



ONLINE



SOCIAL



VOGUE DOWNTOWN

THE WORLD OF VOGUE

Print circulation 40,000

THE COLLECTIVE

Jill Kortleve

Amelie Lens

Daniëlle Cathari



© 306K followers

© 2,4M followers

© 99,1K followers

© 12,1K followers

© 458,6K followers



PRINT

© 278K followers



© 80,6K followers
3,4M likes



SOCIAL

Facebook: 158K followers
Pinterest: 23,6K followers



EVENT

850,000 users per month
1,850,000 page views per month



ONLINE

VOGUE DOWNTOWN

TARGET GROUP

Both *Vogue* & *vogue.nl* target sophisticated and confident of self-assured women / men / x. The Dutch *Vogue* reader is intelligent, worldly, diverse in both age and background, and highly interested in fashion, beauty, lifestyle and culture. Our readers appreciate being informed and inspired about a wide range of topics, from outfits to food, interior and travel. They are deeply committed to issues such as climate and inclusion. *Vogue.nl* reaches early adopters who appreciate quality in all aspects of life.

18-24 years (11%)

25-34 years (44%)

35-44 years (23%)

45 years and older (22%)*

**Source: Vogue.nl Meta Marketing Target Groups September '24*




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TEAM UP WITH VOGUE