

1000

The Netherlands

Oficina Gabardine

P. 0

October 16th
2024

Achievement
Study:

A decade of CAMIEL FORTGENS B.V.
manufacturing discreet-wear since 2014

2014

Achievement
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CAMIEL FORTGENS



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Photography:
© Femke Reijerman - Camiel Fortgens
Graduation 2014 - Courtesy of Design
Academy Eindhoven

This week marks the tenth anniversary of Camiel Fortgen's tangent arrival in the fashion industry. It was on October 17th, 2014, when Dutch product designer Camiel Fortgens graduated from the Design Academy Eindhoven's *Identity* department under the project 'KNOWN' with the image that could have shaped the years to follow on researching and practicing the making of garments - to soon after - become CAMIEL FORTGENS B.V. clothing in Amsterdam.

Since then, furniture, iron machines, steamers, household ladders, chairs, stools, bottle crates, you name them; ultra-anonymous objects have been downlighted on the brand visuals (shows, lookbooks, videos, showrooms, collaborations, etc.) interconnecting with clothing or accessories. Gently present, there has always been something left on the floor, unnoticeable, unfocused but not forgotten - reinforcing the idea that images in fashion are not always polished and in a controlled setting - instead, uncooked, as seen on the academy's graduation magazine - in Dutch, we would say *gewoon normal*.

This style that characterizes the Amsterdam-based studio was officially born, mutating it into one of the most successful Dutch ready-to-wear companies since the transfer of the menswear brand "So" to a Japanese investor back in 2003; this is worth the comparison since both brands gained similar success sooner than expected; positioning themselves on unique selling points that certified a global recognition. By building a relationship with a network of retailers and more notorious - hanging each season next to the most prestigious designers from around the world - there was no need to be frightened by being a new infant on the field. Strategic decisiveness was used in this take-off to imagine where and how to fit within the busy traffic of brands and conglomerates the world was already dealing with - we can only say it worked out - and more than well.

Because of this on-point strategy, international victory was almost instantly. The studio simultaneously scaled on both categories - ready-to-wear and accessories - by installing its own identity around long-term life products based on their high quality.

Accessories and leather goods could have been seen initially as humble or "nobody cares" objects. Still, on the contrary - consumers have greedily desired them since the first shoulder bag was launched in fall-winter 2017. If you have once been faced with a black CF logo - CF stands for CAMIEL FORTGENS, the brand - handwritten on opaque - another hallmark of the brand's identity from the early start, chances are it will forever stick on you somewhere. A CF textile label hand stamped with ink brings down luxury's glossiness and frees itself from associative banalities often attached to well-made leather goods.

In this image, we still see a student's studio space (or a corner) adjusted for the graduation occasion, furniture put aside for the model, letting it all go. It is an improvised photo setting in minimalistic surroundings, though it delivered profound emotions while making you wonder where this walker was heading. The model in vagabond motion captivates the most as a starting point; as the model leaves the room, never to return, the same freedom of movement is inserted later into the brand through the playfulness that has been cultivated the last decade as its more substantial DNA: FREEDOM. Freedom is shared with its creative community, business relations and, finally - the final consumer who enjoys wearing and carrying it. And yes, unaware of what the future would bring, Camiel Fortgens left the academy to build with his business partner Tanja Bindels and team - a company in The Netherlands we can all applaud.

We kindly invite you to join us for a quick ride through a decade of seasons—let's retrospect each of them together.

And please remember, SS is for spring-summer, and FW is for fall-winter; it's fashion!

🔥: In October 2014, Camiel Fortgens graduated from the Design Academy Eindhoven after interning at the design studio TooGood in London(UK)

2015

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In Amsterdam, a question must have arisen about the how of a newly graduated product designer from a design academy rather than from an art institution/fashion department who started displaying his ideas around developing a collection of clothes. His first show in town took place in January 2015 - it was bold, and the answer became rapidly apparent. A new professional found its autonomy away from dictatorial ready-to-wear systems by developing its arsenal of amorphous shapes for most eyes. They were highly provocative to the locals but became prototypes that would fascinate everyone in a few years. When translated from being uncoordinated samples (construction-wise) into its final fabric - they would drive the desire of many consumers around the globe to purchase and feel dressed. As a response to traditional menswear through an almost neutral color palette and with a few materials, floating shapes and asymmetric finishings, the first signature menswear styles were effectively established and there to stay. In this period, several studies

Show 0
FW2015



Photography: © Team Peter Stigter
Camiel Fortgens FW2015

on dismantling classic menswear signature products would take place by first letting them fall apart and rebuilding them to remain appealing to the body and less relevant to the public eye.

Collection 1
SS2016



Photography: © Courtesy of Pr
Camiel Fortgens SS2016

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An empty white space, almost to the art gallery's white frozen cube, served as the lab to continue studying shapes and slowly adding new materials in small-scale amounts. The technique of overlapping two fabrics into one - the fusion of main material and lining - creates a crispy and richer surface and is introduced to the balanced garments consumers wear today, mainly in the categories of coats and jackets. Values of the lexicon of a garment, which are made by experimenting: fabrication, materials, origin, no gender, etc. - and unisex sizing - all mentioned in a minuscule text attached to the fourteen images or looks from the first lookbook. In this period, the brand smartly inserts into its DNA - to stay - the relationship between the wearer's body and the fabrics. Once a garment is held, before fitting it and not necessarily facing the mirror, the process of incorporating and experiencing the material into the body starts (the body is more inclusive by seeing it as less protagonist - but the fabric's tactility goes first). By sensing how the body navigates inside the garment and in its relationship with the outside world, this moment is created by the wearer and is a deeply intimate affair. You are not fashioning or self-portraying but enlightening your inner space by allowing materials to land on your skin.

2016

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Photography:
© Oficina Gabardine—Façade of the Binnengasthuis Amsterdam, a former hospital in the city center, in 2016. It is the home of many start-up artists and professionals, and Camiel Fortgens also activated its commercial operations there.

Collection 2 FW2016

In preparation for their first Paris market appearance (showroom and sales) scheduled for June 2016, an optimistic future was clearly cooking at Camiel Fortgens studio. Binnengasthuis Amsterdam, the old city hospital, dated 1897 and converted into temporary studios, marked the beginning of the brand's growth. This building couldn't have been a better fit for its early feeling of detachment from any system. Walls were aged for decades; elevators wouldn't work, and neither the doorbell. It was that cocktail of creepy charm inside the building with reduced services that matched the relaxed soul of the small studio team. As in most start-up cases, parallel to creating a line of garments for distributors, a community of friends and fans behind those doors was made. The studio was getting ready to take on new international responsibilities, and they were significant - that made any privileged visitor enjoy the creative drive behind those thick walls. If no one heard you knocking and ringing at the door - often the studio's music and the sound of the tiny staff's working activities would keep you outside - there was never a good reason to demand attention, reminding yourself that success was incubating. It was the least you could wish for on their behalf.

Collection 3 SS2017



Photography:
© Courtesy of Pr - Showroom Camiel Fortgens SS2017 in Paris
© Team Peter Stigter - Camiel Fortgens SS2017 Screenshot:
© Video Courtesy of Pr - Camiel Fortgens SS2017

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In April 2016, two months before the Paris showroom, tryouts of the rented space were done in Amsterdam, considering its square meters to calculate its capacity and traffic of visitors - call them buyers. A video made at the studio shows Camiel Fortgens himself maneuvering and imagining what it would be like to present the first international collection in such a pocket-size Parisian apartment. A vital sign of customer service is detectable here; pre-guaranteeing the comfort of targeted buyers was key. As we saw in the graduation image, a similar exercise of moving furniture applies here: the Paris space is taped on the studio's wooden floor in Amsterdam, and racks are presented as simulacrum - a realistic way to think of a 3D remote. Noteworthy, interiors have always contributed to contextualizing the brand's exposure and definition vis-à-vis competitors, and it has managed to differentiate itself in this area on a big scale. This commercial trip would mark the start of the French connection. Though the brand later joined random international calendars for sales campaigns and presentations through showrooms in Tokyo and did pilots in NYC and London, it's Paris where the expansion of recognition began and grew through the consecutive years.

🔥: June 2016 - Japanese retailer Wallace & Murrion stocks collection 3

🔥: September 2016 - First group show appearance of the brand in Amsterdam next to three local designers: SHOWROOM ROOMSHOW

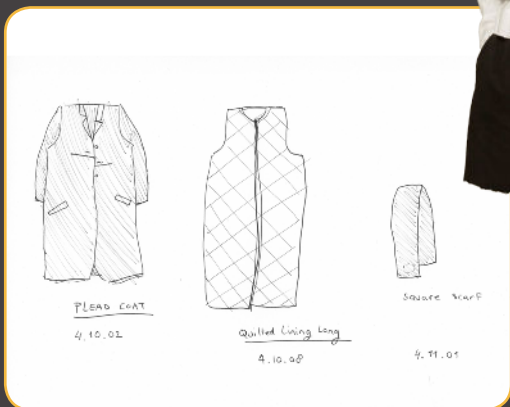
🔥: Recommended tune by CF: Camiel Fortgens - Drake Gucci Mane Remix mix

2017

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Collection 4 FW2017



Photography:

© Courtesy of Studio Frowijn - Amsterdam

© Team Peter Stigter - Camiel Fortgens FW2017

Collection drawings: © Courtesy of Pr - Camiel Fortgens FW2017

Showroom invite: © Courtesy of Pr - Camiel Fortgens FW2017

By January 2017, the studio's internal social life became remarkable. A large family of talents spinning around the brand has always added generosity to the creative process, and vice versa—CAMIEL FORTGENS feeds that family by making them witness the process, from posing as a model to photographing lookbooks—no matter their role—with that sheltered feeling everyone feels warmed and grateful.

It was always evident for all—they felt richly gifted by this opportunity and participation. The fall-winter 2017 collection was heavily focused on outerwear, edited with big representations—five jackets and eight coats were introduced—with particular emphasis on the puffer coat, available in black and off-white. Again, it delivered the same feeling of covert and safety the local community was getting addicted to.

Collection 5 SS2018



Photography:

© Zindzi Zwietering - Camiel Fortgens SS2018

© Bart and Beau - Courtesy of Pr Camiel Fortgens SS2018

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Lightness was the theme of almost all products created for spring-summer 2018, meaning not only light fabrics that trespassed onto the wearer's skin but also carrying them was an effortless, fluffy, and airy experience—non-pretentious comfort defined this time the unisex wardrobe.

The three variations of a googled saxophone's horn printed on a white T-shirt symbolized the need to please the ear while dancing. The behavior from the model's movements in the lookbook represented the brand's affection for musicians and music artists. Years later, it developed into a true artistic music collaboration. The cotton selvage denim, a loyal material for the signature flat jeans, was easily mixed with jerseys, mackintoshes, corduroys, and many other noble materials, guaranteeing SS 2018 was "a summer of joy". Ruffled embellishments added desirable awkwardness but never took over the product's silhouette nor imbalanced the items' calculated shapes.

🔥: February 2018 - Press & Fold Issue #0: *NO SUGAR COATING ALLOWED, CAMIEL FORTGENS*, interview

🔥: June, 2018 - West coast American retailer DPTO in Los Angeles stocked spring-summer 2018, since then a solid authorized dealer

🔥: Recommended video by CF: *60mins Box Fan at Low Speed* by "Sleep Sounds"

2018

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Photography:
© Zindzi Zwietering - Camiel Fortgens
FW2018

Collection 6
FW2018

If not the bumpiest case of fabric treatment in a collection, the high-quality winter materials were edited under one decorative trim: unfinished seams. Giving traditional fabrics a shock while avoiding London's Savile Row mandatory stitching techniques - the thirteen looks ended with profitable stubbornness and nonchalance. Outside the studio door, streetwear was scaling unprecedentedly - sneakers had become consumer's fixation - but CAMIEL FORTGENS dropped this season the ideal combinations for walkers wanting to find adequate solutions when combining sneakers and comfy tailoring. Shapes were executed loose enough to deliver the feeling of wearing a tracksuit rather than a traditional one. Most garments were unfinished - the herringbone vest was indeed wildly made - and moving through all product families and categories got rougher. Velcro closures contrasted with the shirts, and the color accents on oversized accessories added more violence - the red laundry bag or the bum bag in saffron - both in size extra-large, splashed brightness for surviving the winter times.

🔥: April, 2018

The studio relocates to the Amsterdam neighborhood Slotervaart South

Collection 7
SS2019



Photography:
© Oily Geary - Camiel Fortgens SS2019

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The more recognition the brand harvested abroad from distributors each season, the more DNA must be backed up and spread to communicate its positioning in the market and promote more recognition as a new upcoming Dutch brand. Next to the feeling of gardening coming from jersey t-shirts in citric colors, a hand-drawn flower design motif was cleverly done, as it called for the right graphic attention and floral attraction. The "Graffiti collection" was sold out before natural flowers blossomed in that year's spring; each product category had at least one representative flower-patterned style sprayed in black; this time, the flower's figure was outlined, leaving the petals emptied for the fabric's relevance. Further detailing made these enthusiastic styles more personalized: each garment had its own product code handwritten by Camiel Fortgens himself - making the purchase touching. Private collectors were already active in Japan, and a beautiful item to invest in was the hand-sprayed croc-embossed leather bag. Who were those lucky ones to have clicked 'buy' back then? And will they ever resell it? Up till today, assumably, it's still a happy reply: "No, no, no".

🔥: December, 2018

Inspiration song for the making of fall-winter 2019: Move - KEY! & Kenny Beats

2019

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In January 2019, CAMIEL FORTGENS was en route to give the first Paris show. The brand gained exposure, and those close international relationships would be treated to an evening of drinks while contemplating the upcoming winter styles. The show was live-streamed and took place in an apartment room on a Wednesday night - we recommend watching it on YouTube and feeling its ability to deliver spontaneous humor. The models walking on the five-meter-long runway were a mix of friends, staff, family, and upcoming models coexisting in one diverse crowd with relaxed guests - unpretentious. From fall-winter 2019 onwards, each collection was better than the previous one regarding performance and product categories. After carrying it for a few seasons, buyers had now traced the strength attached to the brand. Their returning each season meant they were looking for products of the same continuity or new additional ones, without skipping those considered as the signature pieces or best sellers already defined

🔥: January, 2019 - Oficina Gabardine:
Usually, it all departs from love: CAMIEL FORTGENS FW2019, review

Collection 8 FW2019



Leather bag:
© Courtesy of Pr
Camiel Fortgens FW2019
Photography:
© Olly Geary
Camiel Fortgens FW2019

(grandma pants, hoodies, blazers, etc.). Japanese retailers, with a progressive understanding of the brand's intentions, contributed to the positioning of the brand. Not only were sales already good for all these Asian stores, but the final consumer wearing it wasn't hypothetical anymore - it had its own profile and was in full connection with the brand. From collectors to loyal consumers seeking quality and longevity, they all understood the brand.

Collection 9 SS2020



Photography:
© Sem Langendijk - Camiel Fortgens SS2020
© Sem Langendijk - Music artist Karel X Camiel Fortgens SS2020
© Oficina Gabardine - Parisian patio

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As responsibilities kept growing and new markets opened, the studio increasingly learned for whom all these products were made, facilitated by store feedback and product performance. It generated valued statistics - the perfect opportunity to keep celebrating with CF. This time the "June Paris Show" was a hybrid, consisting of a small presentation + drinks + exhibition in a gallery space that the first evening turned into a dancing club (well, until the neighbors complained, and they had to stop cause the CF crowd went wild). Enthusiasm won that night, and during the following showroom days, eight Amsterdam-based artists showed works selected by Camiel Fortgens in the same space. The brand operated as a curator and delivered kindness by collectively sharing Amsterdam's artists with its international buyers and network. Next to the main line, research - the brand's in-house channel for experimenting with patterns - introduced twenty-one attractive pieces to the mainline. Workwear constructions were meticulously manipulated, amplifying the spring-summer 2020 season substantially.

🔥: October, 2019 - Pop-up at Beaker Store Seoul, Korea, the Amsterdam studio was temporary recreated inside the store gathering clients and fans

🔥: November, 2019 - Amsterdam Museum Night photo campaign, all clothing by CAMIEL FORTGENS

2020

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There's no one CAMIEL FORTGENS winter collection that has left the wearer's neck not taken care of - nor the pleasure of layering fabrics. Hoodies, scarves, balaclavas, bucket hats, globes, etc. - have been key accessories that dress consumers and, simultaneously, the brand's identity aura. The right of self-styling before fastening your waist belt - 70's belted sky jackets were part of a new silhouette - which was enlarged this time by a knitted cardigan in merino wool paneling vertical shades of brown transmitting a breeze of librarian charm.

One party supply travelled the whole way from Amsterdam to the Paris show - gold-fringed curtain - added sparkling this time to a ten-meter runway with Camiel Fortgens himself monitoring the runway from behind a white cloth and describing each look.

🔥: March 2020 - Dutch online platform Oficina Gabardine welcomes collection 9, becoming the first store to carry CAMIEL FORTGENS in The Netherlands

🔥: May, 2020 - Renata Negroni co-founder of Paris Art Club wears CAMIEL FORTGENS double suit jacket (research), while making her phone shutters an empowering bang

Collection 10
FW2020



Photography:
© Renata Negroni - Courtesy of Tom Greyhound Paris
© Casper van der Linden - Camiel Fortgens FW2020
© Casper van der Linden - Camiel Fortgens FW2020

Collection 11
SS2021



Photography:
© Casper van der Linden - Camiel Fortgens SS2021
© Oficina Gabardine - Camiel Fortgens SS2021
© Oficina Gabardine - Camiel Fortgens SS2021

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Both lines, Main and Research, once again became fully integrated, though they were still built around two different commercial tentacles. By June 2020, when introduced to buyers, the world had officially entered a pandemic, and the brand had found practical solutions for its distributors. Keeping the company's spirit as cheerful as possible was the challenge that brought the dedicated studio team to unfolding new methods, like the creation of the first fabric book - now a collector's item - sent to all retailers for placing their orders as a symbol of proximity in times of remote relationships, this was seen as a generous and touching gesture. Using a few materials and color variations (off-white, black and white) by sampling a blank collection was an invitation for buyers to compress the idea of a vast wardrobe. Instead, the focus is on the most basic and valued garments, paying more attention to details and construction methods. Adjusting to the world's reality was challenging but did not let the brand's dynamic go down. Covered by a genderless coating, spring-summer 2021 womenswear and menswear was one strong partnership.

🔥: October, 2020 - Oficina Gabardine: CAMIEL FORTGENS: since 2015, anonymously uploading womenswear, review

🔥: October, 2020 - The New Order Magazine 23: Camiel Fortgens Behind The Scenes, p.132 to p.141, interview

🔥: December, 2020 - The studio relocates to Amsterdam neighborhood New West

2021

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For the first time, a CAMIEL FORTGENS show will be live streamed from the studio in Amsterdam. At that time, the brand's outerwear had become a major matter of desire internationally because winter fabrics are always tastier - we just couldn't wait to see their revelation. We all saw the new collection live with VR glasses or swiping 360 degrees from home and first row as recommended. The presentation focused on giving us the behind-the-scenes atmosphere - probably that was the goodie bag we got - while nurturing us with interactive tranquility. The team went dressing models who explained to the viewer the new garments - and building all looks one by one. It was the absolute fashion entertainment we all seemed to deserve; a heart-warming gift at a time when our emotions were often turbulent - worth rewatching on YouTube. Completed was the show when a pyjama suit in eco-cotton showed up - proposed not only as an evening or morning gown - but as an indoor solution to keep delivering charm the whole day through.

Collection 12
FW2021



Photography:
© Oficina Gabardine - Camiel Fortgens FW2021
© Casper van der Linden - Camiel Fortgens FW2021
© Casper van der Linden - Collaboration Camiel Fortgens X Omen Wapta

🔥: In Dutch *fietstas* - or the *bike bag* in thick dark brown pebble leather with view on the brand's signature sofa, who has traveled within the city and made it to Paris a few times.

🔥: April, 2021 - Oficina Gabardine: *Page coloring CAMIEL FORTGENS SS2021*, review

🔥: July, 2021 - A music collaboration was launched between Omen Wapta X CAMIEL FORTGENS featuring nine styles in black, accompanied by a limited-edition record LP

Collection 13
SS2022



Photography:
© Casper van der Linden - Camiel Fortgens SS2022
© Casper van der Linden - Camiel Fortgens SS2022
© Oficina Gabardine - Camiel Fortgens SS2022

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The show was once again broadcasted live from the studio, a digital lookbook format combining three simultaneous cameras merged into one film: the front, back, and side of each garment were visible, going far deep into details - we enjoyed it all from our first row again. The show composition was defined by dark and light: the deep red canvas shopper bag on the pink silk short-sleeved shirt, framed a dreamy garden filled with floral sensations and contrasting scents. The worker pants in pink corduroy evaporated hints of framboise. You could have easily imagined the show would end with the first CF fragrance launched (assumably, we will have to wait for that one). Merch and accessories have developed into a representative line of the brand. For the brand's clients who easily would swap the title of loyal consumer for a compulsive fan one- at least many of them - the accessories have turned into obsessions. At this stage, retailers worldwide always merchandize their CAMIEL FORTGENS selection with the nicest ones. By the way - when it comes to necklaces at CF - pearls "are a boy's best friend"! And there's no "it" bag a CF, but many "they"- making it even harder to choose one. For this season, you had them in dry waxed cotton and heavy canvas, and they were all very attractive.

🔥: May, 2021 - "*Cut-out wardrobe*": a project in raw canvas for the shop window of Amsterdam's department store de Bijenkorf.

🔥: October, 2021 - American singer Ty Dolla \$ign wears the fw21 quilted coat in Atlanta for the One MusicFest 2021

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Creating space through garments, if not freeing every consumer from the tight rules of fashion, wrapped almost the entire fall-winter silhouettes. The relaxed posture each product delivers to the body through ultra-comfy fits and somewhat oversized cuts draws an outstanding attitude, allowing you to layer and reconnect with the exercise of dressing yourself departing from your wish - and not strictly matchmaking. We assume many consumers are familiar with layering and mixing wovens and knits, like anoraks & vests. However, a heap of CAMIEL FORTGENS folded clothes on your cabinet is a worthwhile investment that will not disturb anyone. The brand's voice and persistent journey through the colossal fashion industry have protected it from becoming a trend representative. CF styles are never to be understood as hot - but to be worn and taken care of in the long road (you should never cut those loose thread ends). An attractive credential for consumers they automatically receive when purchasing; even if they would not wear CF immediately, the product will never run out of life. And we dare to pick up one: the XXL Mackintosh in Blue Night felt was for this season.

Collection 14 FW2022



Photography:
© Oilly Geary - Camiel Fortgens FW2022
© Courtesy of Pr - Camiel Fortgens FW2022
© Courtesy of Pr - Camiel Fortgens FW2022

🔥: Workwear jacket & Grandma pants in heavy silk/viscose gold jacquard for FW2022

Collection 15 SS2023



Photography:
© Team Peter Stigter - Camiel Fortgens SS2023
© Courtesy of Pr - Camiel Fortgens SS2023
© Team Peter Stigter - Camiel Fortgens SS2023

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An aula from a former school building hosted the lookbook shoot for the spring-summer 2023. Behind the fresh lilac soapy palette joined by a sea of blues - the double raincoat in navy looked very naughty student-like - there were a few long silhouettes, almost gowns combined with sneakers, giving pleasant discordancy commonly pointed out as mismatching. They've got to be fully attractive here, converting tension into charm - another treat CAMIEL FORTGENS usually provides us each season, amusing its fans and consumers. What kind of class those free butterfly models were attending was left to the viewers' interpretation. It could have been a natural drawing considering the brand has a long journey on hand drawing - instead, a cotton t-shirt and shirt were hand-printed with Indian hand-carved blocks. Working with wooden blocks highlighted the artisanal side of the brand and the intention to keep exercising with your hands and not only machinery.

🔥: June, 2022 - CAMIEL FORTGENS organized a fundraiser concert for Ukraine based on donations in cooperation with seven talented musicians

🔥: September, 2022 - Dutch illustrator Piet Paris wears the spring-summer 2019 hand painted jacket for the opening of a group show at I Love Illustration Gallery in Amsterdam

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Sweet excitement was shared on a Parisian cold night for the January show when the studio managed to suspend a disco ball in the middle of a convertible space (one space for both show venue and showroom). Within the thirteen looks displayed, products weren't timid and managed to reflect light themselves. The fuchsia hoodie or the V-neck cobalt knitted Spencer left us craving more. Desirable winter styles, allowing the body to be sheltered by fabrics wrapped and decorated effortlessly, brought the consumer's eye to the wish list again - why not? How the brand edits its presentations by connecting us with their styles - is what we consider very valuable. To leave the viewers dreaming of a long navy felt coat or a woollen fake fur vest is also to protect them from severe weather conditions and divert their choices into high-quality ones. Spotlighting each show's look created a fantasy scenario: guests were all window shopping on a dark winter night in an amusing disco.

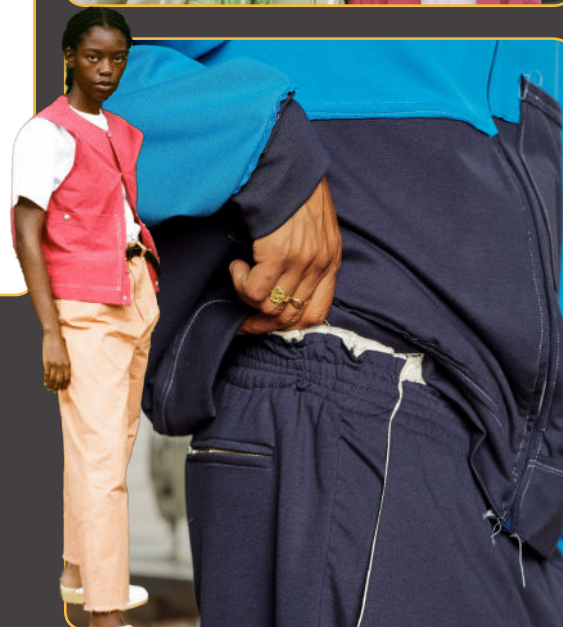
🔥: Show invite: © Courtesy of PR - Camiel Fortgens FW2023

Collection 16 FW2023



Show invite:
© Courtesy of Pr - Camiel Fortgens FW2023
Photography:
© Eva Roefs - Camiel Fortgens FW2023
© Team Peter Stigter - Camiel Fortgens FW2023

Collection 17 SS2024



Photography:
© Mikah de Wolf - Camiel Fortgens SS2024
© Mikah de Wolf - Camiel Fortgens SS2024
© Eva Roefs - Camiel Fortgens SS2024

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After three years of favorable outcomes operating from a 1967 school building in Amsterdam New West - De School - the studio started sharing more of the life behind the scenes and the beauty encapsulated indoors. An interior patio with trees, bamboo, and a high ceiling with vast glass windows seemed to let the light penetrate the working tables, enlarging those "perfect imperfections", as the current brand's slogan goes. Making decisions on patterns, fabrics and stitching is better done under the guidance of good light. Spring-summer was again vibrant, portraying the working space straightforwardly, as all documented at home. Though the collection was engraved with unisex patterning, the womenswear had grown to self-sustainability - soon after following its market exposure by joining international sales campaigns. Vintage-looking polos in cotton-silk, cocktail dresses hand-painted with citric flowers, a red silk dress, and a short in green checks - now all for her.

🔥: September, 2023 - Dutch retailer crisis in Utrecht welcomes collection 16, becoming the first physical store to carry CAMIEL FORTGENS in The Netherlands

🔥: October, 2023 - American rapper Larry Eugene Hendricks aka Larry June wears the fw23 pink zip hoodie in heavy sweat fabric

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This special winter arrived right after autumn without having to wait for it. Temperatures dropped as the collection did elegantly into stores: the signature short mackintosh in light grey and sand, the jacquard zip polo in black/grey and the crooked bag in silver leather, among other cozy garments and accessories. CAMIEL FORTGENS wardrobe has always been prepared for any weather; climate's abrupt switches won't catch stores unprepared either. The use of plurality in material choices, from light to heavier and from sparkling to hairy, has built the general identity of products almost detached from a specific season. If you own a few pieces, you might know they are easy to mix and fully present in your wardrobe year-round. This versatility aligns with the multiple ways retailers worldwide make their selection during their showroom buying, mostly based on their geography and climate, though always prioritizing client's desires.

🔥: March, 2024 - The New York Times Magazine Fashion & Style: *Why Are Pants So Big (Again)?* editorial including CAMIEL FORTGENS suit pant

Collection 18 FW2024

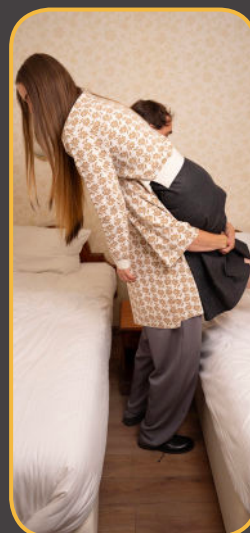


Photography:
© Courtesy of Pr - CF Store Amsterdam
© Yanni Caloghiris - Camiel Fortgens FW2024
© Oficina Gabardine - Colbo NYC
© Oficina Gabardine - Colbo NYC

🔥: March, 2024 - Façade and interior detail of COLBO in Soho New York, since spring-summer 2022 the place in downtown to try CF on

🔥: May, 2024 - CAMIEL FORTGENS opens its first flagship store in Amsterdam - CF Store - with a surprising interior designed by the studio team

Collection 19 SS2025



Photography:
© Trees Heil - Camiel Fortgens FW2024 campaign
© Oficina Gabardine - Graph Layer Hong Kong
© Oficina Gabardine - Graph Layer Hong Kong

And now, let's wait together for next spring-summer 2025. After being designed and sold to retailers last June - now partially under embargo - it's getting manufactured before surprising us in early spring. But let's not romanticize this arrival - it has to do with a collective launch when delivering it to distributors. It will also drop at www.camielfortgens.com, a kind gesture from the brand. Why would you live a sensation

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in advance when you could wait until you wear it? All retailers from Los Angeles to New York, Brussels to Utrecht, Hong Kong to Tokyo via Seoul - have understood how worthy it is to wait when you are one of the brand's loyal fans - even when silently desiring for six months. On a recent retail marathon through Hong Kong's Causeway Bay last September, Graph Layer, a local multi-brand store carrying CF, was exhibiting fall-winter in the main area of the space. Their selection was very much tailored to the humid air of the city, though still looking like a comfy and elaborate winter - while a few products looked very summery. Again, enchanting.

🔥: September, 2024 - Interior detail from a rack displaying CAMIEL FORTGENS fw24 and merchandized ornaments on a corner at Graph Layer store in Hong Kong

🔥: September, 2024 - GQ Magazine UK Gentlemen's Quarterly September Issue: *The Other Paris Fashion Week*, CAMIEL FORTGENS on p.132 and p.138 next to other international players diverting the traditional fashion landscape.

🔥: October, 2024 - CAMIEL FORTGENS B.V. was recognized as the leading Dutch brand by receiving the Cultuurfonds Mode Stipendium 2024 in Amsterdam in partnership with the Dutch Fashion Foundation - becoming the first awarded in thirteen editions to have no traditional fashion school as training behind. More significant, empowering future younger generations of fashion professionals to be encouraged by their creative and business journey.

🔥: October, 2024 - CAMIEL FORTGENS fw24 campaign releases in collaboration with photographer Trees Heil

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Achievement
Study:

CAMIEL FORTGENS

The signature sofa covered by a pile of useful supplies: second hand garments as collectors' items, fabric samples, experiments, inspiration, etc. Expect the celebrated sofa to make it to an intercontinental performance trip once!

🔥: Text: © Marcelo Hoarcio Maqueira Piriz for Oficina Gabardine

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Finito, OG!

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