

Netherlands: Fashion Gateway to Europe

Why have international fashion and apparel companies like Tommy Hilfiger, Nike, G-Star and Forever 21 located their European headquarters in the Netherlands? The country combines a creative and cosmopolitan atmosphere with a world-class logistics infrastructure. In all aspects – whether it is design, sales and marketing, distribution, or a flexible, well-educated workforce – Holland is rapidly developing into the fashion and apparel gateway to Europe. With more than 1,300 fashion designers, the Netherlands is home to some of the best design schools, such as the Design Academy Eindhoven, the Arnhem Academy of Art & Design and the Amsterdam Fashion Institute. Twice a year, Amsterdam International Fashion Week becomes the focus of the international fashion world.



What Top Fashion and Apparel Companies Are Saying About Locating in Holland:

- **Foot Locker** “80 percent of our suppliers are one-and-a-half hours away.”
Ruurd Jellema, Vice President of Logistics
- **Tommy Hilfiger** “For a real pan-European company, Amsterdam is a great place to establish a fashion company.”
Fred Gehring, CEO
- **Under Armour** “This environment allows us to combine hard work and world-class performance with a pleasant easy-going way of life.”
Kevin Plank, CEO
- **Forever 21** “In making the decision we were mindful of the benefits offered by the Netherlands in the areas of duties, taxes and other business matters.”
Young Kwon, General Counsel
- **Nike** “We like the Netherlands for a number of reasons: the quality of the workforce, the very ‘international’ attitude of the country, our great relationship with the government, favorable tax climate, and the fact that the government is very supportive of continuing education.”
Simon Kemmett, Chief Financial Officer



Pioneers in international business

Amsterdam: A Creative Hub

Amsterdam, the capital city of Holland, is renowned internationally for its entrepreneurial spirit and out-of-the-box innovative thinking. For creative companies based in the city, it's never a problem to convince the best international talent to move to Amsterdam. The city attracts a vast number of talented creative minds from all disciplines – design, fashion, architecture, gaming, film and TV, and music.



Source: marliesdekkers

Top-class designers

Where Paris and Milan represent the traditional *haute couture*, Amsterdam offers a younger, more dynamic alternative. Designers like Marlies Dekkers or Viktor and Rolf have made it to the world stage by thinking out-of-the-box and designing for avant-garde audiences. Dutch fashion has a strong focus on commercial success, as is exemplified by G-Star brand.

Lady Gaga wearing Marlies Dekkers' lingerie.



Source: NL Agency



Photo: Diederik van der Laan



Seven Key Advantages of the Netherlands

- Strategic geographical position to service markets within the European Union, Eastern Europe, the Middle East and Africa
- Highly competitive fiscal climate
- Superior logistics and technology infrastructure
- Creative and innovative environment
- Pro-business outlook that is ingrained in the Dutch culture, along with a stable political environment
- Highly educated, multilingual and flexible workforce
- High quality of life

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