



PRESS RELEASE 10-08

design days in belgium

7 weeks 7 events in 7 cities

DURING A PERIOD OF 7 WEEKS, THE DUTCH NATIONAL EVENT CYCLE DUTCH DESIGN DAYS IN BELGIUM SHOWS THE BEST THE NETHERLANDS HAS TO OFFER IN TERMS OF DESIGN AND INNOVATION. IN THE SEVEN BELGIAN CITIES OF GHENT, LIEGE, BRUSSELS, HASSELT, GENK, KORTRIJK AND ANTWERP, THE DUTCH AND BELGIUM DESIGN LOVERS GET TOGETHER. VIRTUALLY ALL FORMS AND MANIFESTATIONS OF DESIGN ARE ADDRESSED: FASHION, FLOWERS, FURNITURE AND INTERIOR, MAN MOBILITY, FOOD AND INDUSTRIAL DESIGN. EGO LIFESTYLE WILL BE ONE OF THE DUTCH BRANDS WHICH REPRESENTS THE BEST DUTCH FASHION HAS TO OFFER. EGO FINDS ITSELF IN THE COMPANY OF WORLD FAMOUS FASHION BRANDS SUCH AS VIKTOR ROLF AND MARLIES DEKKERS. THIS HOLLAND BRANDING EVENT IS AN INITIATIVE OF THE DUTCH GOVERNMENT, INDUSTRY ASSOCIATIONS AND BUSINESSES. THE ORGANIZATION IS IN THE HANDS OF THE ROYAL NETHERLANDS EMBASSY IN BRUSSELS WITH SUPPORT FROM THE MINISTRY OF FOREIGN AFFAIRS, MINISTRY OF ECONOMIC AFFAIRS, MINISTRY OF CULTURE, EDUCATION SCIENCES AND THE MINISTRY OF AGRICULTURE, NATURE FOOD QUALITY. FOR FURTHER INFORMATION YOU CAN CONTACT OUR HEAD OFFICE OR VISIT WWW.DUTCHDESIGNDAYS.BE