

# PROGRAMME

1 July 2026

- 15:30 – 19:00** Exhibitions Diversity · Digitalisation · Sustainability. Exhibition CTRL+ALT+DEL: Futureproofing Fashion. Exhibition Meet the Green Digital Fashion Manager
- 16:30 – 17:10** Panel round 1
- 17:20 – 17:50** Panel round 2
- 18:00 – 18:30** Panel round 3 (also walk-in for Avond aan de Amstel)
- 19:00 – 20:30** Drinks & bites
- 20:00 – 21:00** Avond aan de Amstel: Does Gen Z even exist? (in Dutch). Separate registration is required for Avond aan de Amstel. Sign up via link below.

**CTRL+ALT+DEL: Futureproofing Fashion – Graduation projects of our master track Digital Fashion Technology**

The Digital Fashion Technology track of the Master of Digital Design presents student work on fashion's digital future – from AI and Blockchain to 3D & Virtual Fashion. A one-year, full-time programme where technology meets fashion industry challenges through collaboration with industry partners.

Meet **the Green Digital Fashion Manager**: Training leaders who connect fashion creativity, digital innovation, and sustainability governance (Erasmus+ research project)

**The Green DigiFashTech Manager Erasmus+ consortium** – of which AMFI is a partner – presents the job profile and training for the Green Digital Fashion Manager: a forward-looking leadership role that responds to the growing demand for professionals who can bridge creative design, digital innovation, and sustainability governance. The e-learning platform will also be on show, open to students and professionals at the intersection of fashion, technology and sustainability.  
*Avond aan de Amstel: Does Gen Z even exist?*

*Is generational thinking itself just a generational thing – no more than a marketing phenomenon? Yet countless brands are trying to understand and reach Gen Z. But is this generation's buying behaviour really so different from the one before? Or is it old wine in new (marketing) bottles? What does a brand actually need to change to connect with them? This edition of Avond aan de Amstel opens this debate: not as a trend report, but as a live conversation with a researcher, entrepreneur, and young creative.*