

Amsterdam Pocket Guide

by  KALTEX



First things first...

Do as the locals do.

The most common way to get around in Amsterdam is **by bike**, and let's be real- it is the *most Chic, Healthy and Sustainable way!*

No Excuses!

Rent for €10-15 a day from anywhere (hotels or bike shops city-wide) and keep it for your whole trip!

Don't worry!

Motorists take Cyclists in to account.. so accidents are rare!

Rules of the Road!

- *Use bike lanes on right side of the road
- *Always give right of way to taxi's, trams, buses
- *Stop for red (cycle) traffic lights.
- *Indicate (with your arms) & look behind you before turning.
- *Don't get your wheels stuck in tram rails, you must cross them at a steep angle!
- *Turn on your headlights and rearlights after dark.





WESTERGASFABRIEK PARK



Created on the reconstructed site of a 19th century gasworks, WESTERGASFABRIEK is an award-winning multi-functional cultural space. Developed through extensive community consultation, the park and exhibition space incorporates historic landscape styles and post-industrial buildings. The composition of recycled paving materials, soft planting and water systems balancing modern community needs with those of the environment.

*Free wifi throughout park grounds

Kingpins Show

Wed, April 13th 10-6pm
Thurs, April 14th 10-5pm

Blueprint

Fri, April 15th 12-8pm
Sat, April 16th 10-6pm



Denim Days

April 11-17th (all week)

Denim events all around town from presentations to special products, unique collections, exhibitions, lots of denim specialists on hand to guide you.



April 13-14th
Westergasfabriek Park

Kingpins 2029, The Transformers Conference

Garbage: The Good, The Bad and The Ugly
Tuesday April 12th

After a successful debut in 2015, "Kingpins 2029, The Transformers" will return to Amsterdam to explore the issue of industrial waste in the denim supply chain. Featuring a panel of speakers that will detail the challenges, solutions and measures taken by the innovative members of the supply chain to combat waste.

WHY by Kingpins Show

Tranformatorhuis, Westerpark (next to Kingpins)

Debuting alongside Kingpins WHY is a trade show focusing on branding in the denim industry, where denim brands and branding companies will share inspiration and innovation. Attendees can browse labels, trim and learn about new technologies driving the branding sector.



Friday April 15th 12-8pm
Saturday April 16th 10-6pm
Zuiveringshal/Machinegebouw

Blueprint
Denim Festival

Two-day denim festival will feature select denim labels, special work-shops, exclusive denim items and exhibitions and Enjoy Smokey Goodness Outdoor BBQ-authentic preparation of sustainably raised meats on the wood-fueled fires and huge smokers.

*Cycle or walk the "Indigo Route" and discover leading denim stores (as listed on our map) –make sure to stop by Lee Jeans for a limited edition T-shirt free with a purchase of jeans.

*Kings of Indigo will offer a selection of top-notch badges and patches to customize your jeans.

*Buy/customize duds from students of the local Jean School from their collection of three "classic and celebrated" denim items.

*Local designer, Denham the Jeanmaker, will be exhibiting and have a live indigo art demonstration on April 16 at Zuiveringshal. Artists Juan Manuel Gomez and Laura Montoya will be collaborating on an art piece utilizing eight Denham x Candiani golden rivet denims.

*The Vintage Showroom will debut pieces from their showroom as a tribute to the Dustbowl era photography of Dorothea Lange, aiming to capture the harsh realities of 1930's in America with beautiful aged jeanswear and broken indigo pieces.

*Check out the 'Blauw on Wheels' truck, a travelling installation that explores the obsession with the indigo rolled out by Scotch & Soda and Amsterdams Blauw.

*Shop for everything denim inspired from vintage & emerging designer duds to coffee table books at the Denim Market & the American Book Center pop-up shop.

*Visit the Indigo Lab by Blue de Cocagne who will be demonstrating the indigo dyeing processes and share their artisanal techniques, as will Textiel Fabrique and Heartwear will be doing demos as well!

*Lee 101 will celebrate the iconic Lee Rider jacket with four limited edition pieces hand-worked with embroidery, live embroideries and stories of the Lee Rider.

*Designer labels like Calvin Klein Jeans and Hilfiger Jeans will be presenting their new lines and International Woolmark Prize menswear finalist Jonathan Christopher will showcase his capsule collection featuring machine washable wool denim fabric made in partnership with ITV Denim.



NINE STREETS SHOP INDEX

1. Scotch&Soda
2. Denham the Jeanmaker
3. Denham Denim Bar
4. Marie-Stella-Maris
5. Velour
6. We Are Labels
7. Shoediction
8. Rika
9. Acne
10. Acne
11. Ko
12. Anecdote
13. Closed
14. Filippa K
15. Lee
16. Scotch&Soda Kids
17. Pepe Jeans
18. Episode
19. Scotch& Soda
20. Pop-Up
21. Red Wing Shoes
22. Zoe Karsen
23. COS
24. Timberland
25. Cafe Screaming Beans
26. Carhartt
27. Hope

top Dutch denim stores all in one place!



add to the list.

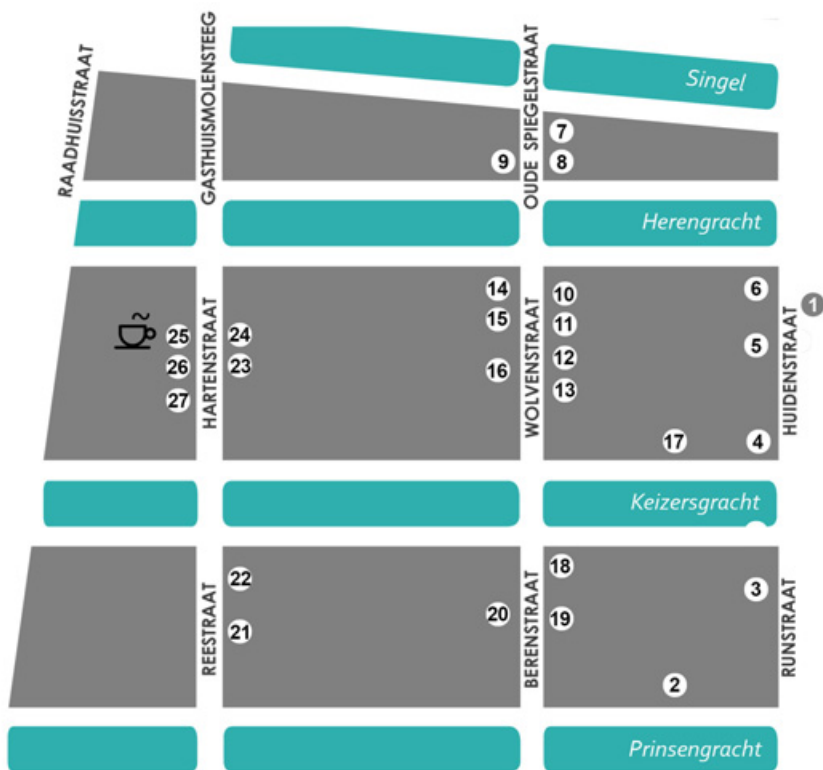
Loved it!



AMSTERDAM
ROYAL PALACE



Shopping





HIGH STREET SHOPPING

Start from the Royal Palace down **Kalverstraat** & check out these stores:

- Pull& Bear #15
- River Island #22
- Urban Outfitters #31
- Mango #35
- TopShop #44
- Denim & Supply #55
- Bershka #67
- WE #87
- Hilfiger Denim #117
- Levis #167
- Monki (H&M group) #176



Jackson Dubois Bar



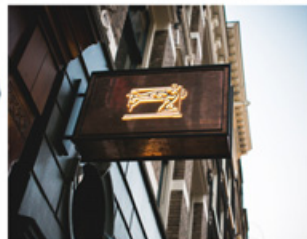
Spui #10

Street food from all over the World!
paired with 22 kinds of champagne
and 50 craft beers



87

Atelier Scotch



continue on *Heiligeweg*
for more shopping:
Diesel Store #15
&Other Stories #26
Atelier Scotch #34



G-Star Raw Flagship

P.C. Hoofdstraat 24-28

Oud Zuid area

The three storey global flagship with an enormous denim wall that extends from the basement all the way to the mezzanine floor. The different levels are created by floating floor sections of concrete and glass. Not to mention the largest selection of latest designs.



Conservatorium Hotel

Van Baerlestraat 27

Just a 5min walk from G-Star store.

The open glass enclosed courtyard-like grand foyer in a historic building provides a perfect place for a meeting, or a quick drink before hitting the Museums.



Raw Materials

Rozengracht 231

One of the most inspirational interior design stores in Amsterdam with intriguing mix of antique finishes, industrial design and Boho chic.



TENUE DE NIMES

Haarlemmerstraat 92-94

amazingly curated 2 floors of specialty denim brands, accessories and vintage finds. The staff is friendly and very knowledgeable. They will offer their expertise as well as a cup of a store brand "Life Saver" espresso, wine or beer while you browse.

SPRMRKT

Rozengracht 191-193

This concept store sells a mix of trendy and casual designs, their own collection, vintage pieces, Margiela, Rick Owens.



CONCEPT-LIFESTYLE-FOOD-COFFEE

COTTONCAKE

1e van der Helstraat 76-hs
Pijp district

a small and beautiful white store that carries fashion, jewelry and pieces for home with a cozy corner to relax, have lunch and read some magazines.



X BANK

Spuistraat 172
DAM area/Hotel W
Daily 10am-10pm

Located at the bottom two floors of the former Kasbank, hence the name X BANK, and part of Hotel W Amsterdam. Shop or get inspired by the books, graphic design, photography, parfum, bags and the work of graduates of the Design Academy. Organized by colour in an exhibition type setting with the common factor that everything sold here is by Dutch designers only.

From the shop you walk straight into restaurant 'The Duches' offering every-thing from breakfast to dinner and high tea to cocktails in a classic surrounding with marble and velvet. The Hotel W is located right across the street from X BANK at Spui Straat and must have one of Amsterdam's best views, from the rooftop lounge.



Art Deli

Rokin 93

City Center

your daily dose of food & art!

You can enjoy some fine modern art while having lunch or dinner or shop in the design store. All the rooms here are designed by young upcoming designers and change every couple months. You can also go for bites and drinks and enjoy the outside terrace on a sunny day. Perfect for people watching!



Grand Cafe de Balie

Kleine Gartmanplantsoen 10

Leidseplein square area

De Balie is the place to work on your laptop in the morning while having a breakfast, enjoy a dinner or a drink. Part of the Theater, a center for talk shows and debates, the place attracts an interesting crowd. The menu offers affordable, homemade, sustainable dishes.

Balthazar's Keuken

Elandsgracht 108

Jordaan area

Small, cozy, packed, open kitchen, tiny tables, super friendly service and gorgeous food! This laid back restaurant offers a tasty three-course menu that changes every week, so you're always in for a surprise. Visit the website if you want a sneak peek of the menu before you go.



Café de Jaren

Nieuwe Doelenstraat 20 - 22

Café de Jaren owes its popularity to the quality of the food and drink, the reading table, the canal-side terrace and balcony with great views and the light and spacious atmosphere.





Kaltex team has been very inspired by previous visits to the Amsterdam Denim Days. This city does an amazing job uniting all denim professionals and enthusiasts for a week of inspirational events to honor all things Indigo.

We would love to be your guide in all this city has to offer.

Check out our inspirational pics on Instagram



@peace.love.denim

We'll keep you posted throughout the week
as we discover the new hot spots & trends
to add to the list.
Reach out anytime & let us know
what inspired you!

Allyda & Cori

PEACE+LOVE+DENIM

