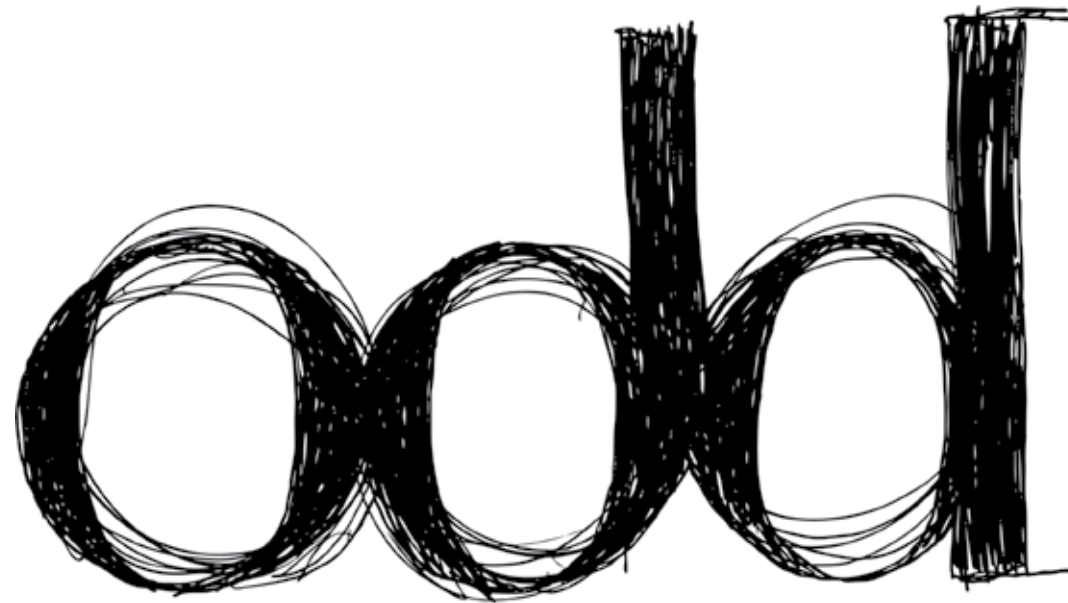

DISTRIBUTIONKIT



six degrees of fashion

Magazine

Amsterdam Fashion Institute 2010



An Odd Opportunity

The Fashion Magazine Minor at the Amsterdam Fashion Institute provides students every year with a unique opportunity to conceptualize and create a new fashion magazine with its own voice and visual language. This year, the new edition of the magazine is called Odd and will be available on the 30th of June 2010 in stores worldwide.

Odd magazine will be the seventh magazine published by the Amsterdam Fashion Institute. The magazine is created in conjunction with a yearbook, which is a platform for this year's graduates of AMFI to showcase their work to the fashion industry.

The AMFI magazine has a wide range of dedicated followers worldwide because of its unique concept. The magazine and the yearbook are collector items and receive a lot of publicity when they are launched. The previous edition, Mint, was very popular and sold out within two months worldwide; as a result the print run of Odd magazine will be increased by at least fifty percent.

The magazine will also be translated into a product line and the online campaign has already kicked off.

For more information, go to the website of Odd:

www.thisisodd.com



An Odd Concept

Odd is an international and independent fashion magazine created by students of the Amsterdam Fashion Institute.

Online social networks are constantly increasing in popularity. At the same time, however, the desire for real, personal connections is growing. Knowing the right people is important, especially in the fashion industry. The online networking phenomenon is merged with personal contact into a unique magazine concept. Odd magazine is about six connections between seven people in the creative industry and explores their personal styles and approaches to fashion.

Odd is an extraordinary magazine that aims for the international fashion industry and magazine readers worldwide. It is a personal fashion magazine that is a little bit Odd.



An Odd Reader

- Men and woman who are young at heart
- Curious and open-minded
- Self-Aware
- Working or studying in the creative field
- Highly educated
- Passion for fashion and extraordinary magazines



An Odd Content

Fashion [non-high street * personal * upcoming talent *
Odd vintage]

Photography [documentary * unpolished * spontaneous]

Personal stories on creative life

[fashion related * underground perspective * unique
vision]



An Odd Week

On the 29th of June, the magazine will be presented for the first time during Fashion Transit in the World Fashion Centre of Amsterdam. The official launch of the magazine and the yearbook will be held on the 1st of July 2010. The magazine will also be presented at the launch party of Amsterdam International Fashion Week in July 2010.

As the magazine becomes available in stores, the store of the Amsterdam Fashion Institute, Individuals, will be transformed into a world of Odd and will temporarily house the magazine and its products. This store is located in the lively centre of Amsterdam.



Odd Distribution

Odd magazine will be distributed worldwide in a print run of 4000 copies from Amsterdam to Barcelona, from Milan to Melbourne and from New York to Tokyo.

Do you want to sell Odd magazine in your shop?

We offer the magazines in a package of ten for € 80, (excl. tax). The retail price of the magazine in the Netherlands and Belgium is € 10,- but as an international retailer you are free to set the retail price yourself.

In most cases we sell approximately twenty magazines to small retailers and one hundred magazines to large retailers. It is always possible to order more later on, as long as we still have magazines in stock.

Last year's magazine was extremely popular and sold out in two months. So be sure to order enough!



Odd Facts and Figures

Publisher: Amsterdam Fashion Institute
Title: Odd magazine/Odd fashion connections
Print: Full colour
Paper Magazine: Reviva 90 gram
Cover: Glossy tech 230 gram
Binding: lumbeck
Frequency: unique appearance
Impression: 1 year
Circulation: 4000
Release date: 30 June 2010
Price: € 10,-

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