

ON SALE EVERYWHERE FROM OCTOBER 9, 2025

Avant Garde returns to the Netherlands after 15 years

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Fans of the legendary fashion magazine Avant Garde can rejoice: after a fifteen-year absence, the iconic title will relaunch in the Netherlands this autumn. The new Avant Garde will be published twice a year as a deluxe, oversized glossy for both men and women. Fashion journalist Bastiaan van Schaik has been appointed Editor-in-Chief of the revamped edition.

While honouring its legacy, the new Avant Garde will look a little different than fans might remember. The magazine will be divided into five editorial themes spanning a total of 360 pages. In addition to fashion, the publication will now also focus on art, interior design, travel, and lifestyle. Van Schaik aims to speak to both women and men. "Fashion has become much more fluid and universal. It no longer makes sense to publish separate editions," says Van Schaik.

Beyond the printed magazine, Avant Garde will also launch a digital platform and an ambitious social media presence. Van Schaik plans to organize several themed and launch events each year to "bring the stories, readers, and followers together."

Avant Garde was one of the first Dutch fashion magazines, launched in the 1980s. According to Van Schaik, who began his career at Avant Garde, the magazine stood out for its creative design, bold editorial choices, and its ability to spot trends and uncover new talent. With the rise of social media, the magazine ceased publication in 2011 after three decades in print.

Van Schaik believes 2025 marks a pivotal shift in the fashion world. "Fashion is becoming more expressive, colourful, and creative," he says. This evolution also demands change in fashion media. "Where many outlets have spent recent years focusing almost exclusively on big brands and global celebrities, we want to spotlight personal style and originality." Van Schaik is working with a predominantly Dutch team of writers, photographers, and stylists—and is committed to showcasing homegrown modelling talent. "As the first and only truly Dutch fashion magazine, that's something we owe to Avant Garde."

The new Avant Garde is published by PBQ Media B.V., the company behind fashion title Numéro Netherlands. The magazine will be available starting October 9 across the Netherlands and Belgium, as well as in select museum stores and major bookstores internationally.

NOTE TO JOURNALISTS

Avant Garde will launch on October 9, 2025, and is distributed by Betapress in the Netherlands and by Whitercirc Ltd. internationally. The magazine is published by PBQ Media B.V. under license from Audax Publishing B.V. For press inquiries or interview requests with Bastiaan van Schaik or the publisher PBQ Media B.V., please email press@avantgarde.nl or call +31 6 18131214.