



HI, YOU'RE INVITED!

Celebrate the 10th Edition of SAIL 2025 With Us

SAIL is back and bigger than ever. Every five years, Amsterdam hosts SAIL, the largest public event in the Netherlands, drawing more than 2.4 million visitors to witness an unforgettable maritime spectacle. And there's no better place to experience it than from our rooftop terrace by the canal right along the route where thousands of majestic ships will pass by.

We're also marking 5 inspiring years in our canal-side office, and we'd love for you to celebrate both milestones with us.

Expect a day filled with epic views, live music, excellent food, and inspiring interactive talks about how we can approach retail going forward. Whether you're in the mood for deep insights or just want to relax in the sun with a drink, the choice is yours.

HERE'S WHAT'S IN STORE

10:00 – 10:45

A Warm Welcome

Ease into the day with coffee, juice, and laid-back vibes on the terrace, accompanied by live music.

10:45 – 11:45

Sustainability in Materialisation with Marije Remigius

Marije, founder Inter Matter, shares insights from 20 years in interior construction with a focus on sustainable materials shaping tomorrow's spaces. This will be an interactive workshop, designed to inspire!

11:45 – 14:00

Lunch & SAIL Parade

Relax, enjoy the sun, and indulge in a street food-style lunch prepared by Michelin-starred chef Dennis Huwaë, owner of Daalder. This is prime time to watch the ships sail by front row seats to the highlight of SAIL 2025.

14:00 – 15:00

 **From Binge to Boutique** — AI that Turns Content into Customer Experience Expect an eye-opening interactive session from Robin Blitzblum (Creative Director & AI Creative Lead at Ad Alliance, RTL's advertising powerhouse behind Videoland, Ziggo Sport, 24Kitchen and more), giving you a whole new perspective on how we can apply AI going forward.

15:00 – 20:00

Evening Vibes

Live music returns, drinks are flowing, and we're serving up a relaxed dinner – again courtesy of Dennis Huwaë. Stick around for golden hour views and great conversations.

JOIN US YOUR WAY

Whether you're an early bird ready for keynotes or simply want to relax in the sun with great food and views, we've got space for both. Feel free to join for the morning session, the afternoon program, or the full day, whatever suits you best. Joining the sessions is optional, hanging out in the sun with a drink is just as welcome!

Please RSVP before the 1st of August using the link below.
Let us know when you'll join and if you have any dietary preferences.

RSVPNOW

We can't wait to celebrate with you on **20 August 2025!**
Questions? Reach out anytime, we're happy to help.

Keep your compass set to fun, see you portside!