

# marlies | dekkers



## **Marlies Dekkers Businesswoman of the Year 2007: Prix Veuve Clicquot**

On Monday evening the 19th of March, Marlies Dekkers has received the award of Business Woman of the Year in Hotel des Indes, the Hague. The Prix Veuve Clicquot is an international and prestigious award, created to honour successful businesswomen. The award is granted in 15 different countries with as its main purpose the stimulation of women in high business positions. 'When I heard it, I wasn't actually that surprised. Sometimes it felt as though I was tackling the world with seven league boots on my feet. The working mothers of my generation (1965) were still being sacked if they got pregnant, and now I've been chosen as businesswoman of the year!

I am arguing for a more female, more intuitive way of doing business. How do we achieve that? How can you creatively deal with women's wishes and ambitions and, just as important, how do you keep them as an employee? By learning to listen and to take people seriously. By recognising their talents, by coaching them better, by calling a halt to macho behaviour and by taking the right to curiosity and wonder seriously. I see it everywhere in my company; I coach, I care, I spot talent. I see my team grow and view the world with full self-confidence. It is therefore an honour that I can have this chance to put my style of working into the spotlight as businesswoman of the year. I'd like to say to all women out there: Don't just dream it, be it!

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Marlies Dekkers graduated cum laude from the Academy of Art and Design in 1991. During the same year, she was named as best student of all art academies in the Netherlands with the 'Zeebeltprijs'. With the aid of a government grant, she began work on her Undressed lingerie collection two years later. In a two-room flat in Amsterdam - with the fax next to her bed - she launched her lingerie brand Undressed by Marlies Dekkers in 1993. As early as 1994, she was awarded the Dutch Bodyfashion Award. In 1997, she received museological recognition with a solo exhibition in the Rotterdam Art Hall. In the autumn of 2004 the designer's work was crowned with the Dutch ELLE's Innovator of the Year Award followed in 2005 by the Grand Seigneur, the Dutch highest fashion award.

Nowadays, "marlies|dekkers" has grown into an established brand at home and overseas with almost 1.000 sales outlets worldwide and more than 100 employees. Her offices are located in Rotterdam, Beverwijk and Hong Kong and marlies|dekkers stores can be found in The Netherlands, Belgium and Thailand. Two stores will be opened in Paris and Maastricht next April.

The designs of Marlies Dekkers are well known for their ground-breaking styling, their perfect fit and the detailed workmanship, as well as the use of modern materials and innovative techniques. Both national and international celebrities such as the Pussycat Dolls, Nelly Furtado, Christina Aguilera and Pink wear "marlies|dekkers".

Besides the Undressed lingerie collection, the Sundressed beachwear, accessories, and Sunglasses collection, the Nightdressed range and Men's collection, the lingerie designer launched the book 'Stout' (naughty) together with the Dutch bestseller writer Heleen van Royen. 'Stout' contains 10 chapters about success, flirting, fashion, lingerie, successful women and is full of quotes from famous Dutch women and roll models.

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Marlies Dekkers' CV and profile are available on our website [www.marliesdekkers.com](http://www.marliesdekkers.com)