

**HUGO** x **Numéro**  
NETHERLANDS

**Branded Event**

Amsterdam, October 2023



Pioneer

HUGO

In the heart of Amsterdam, just days before the city's iconic Amsterdam Dance Event (ADE), an event unfolded that set the tone for the week-long electronic music festivities. Numéro NL partnered with the renowned fashion brand **HUGO** to create a memorable prelude to the ADE celebrations. HUGO's flagship store served as the stage for a night of excitement, including a surprise performance by the electronic music star MOCHAKK.





### **A Prelude to ADE**

As the global dance music community gathered in Amsterdam for ADE, anticipation was palpable. The festival is known for bringing together electronic music enthusiasts, artists, and industry professionals from around the world. Just before the official commencement of the event, the collaboration between Numéro NL and HUGO promised to be an exhilarating introduction to the ADE week.

### **The Surprise Performance by MOCHAKK**

The crowning moment of the evening was undoubtedly the unexpected performance by MOCHAKK. MOCHAKK, an artist who has mastered the art of intrigue, took the stage in a surprise appearance. His performance contributed to the already charged atmosphere of the event.

Joined by the magazine's friends and collaborators, the event kicked-off within the premises of the HUGO store, offering drinks and souvenirs, all set to the backdrop of JOIAH's beats.

Following this, the HUGO store opened its doors to the adjacent city canal, introducing MOCHAKK, who not only played for the event's attendees but also for anyone passing by on the street. MOCHAKK's performance drew a crowd of music enthusiasts, turning the surrounding area into a lively hub of entertainment.



**HUGO** **Numéro**<sup>®</sup>  
NETHERLANDS

**YOU ARE INVITED TO THE RE-OPENING  
OF THE HUGO STORE.**

**TUESDAY 17TH OF OCTOBER 4 - 7 PM**

**SPECIAL PERFORMANCE 6 - 7 PM**

**HUGO STORE  
LEIDSESTRAAT 1-3, 1017 NS  
AMSTERDAM**

**INVITE**

WEB COVERAGE



# Numéro

NETHERLANDS

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NUMÉRO EVENTS


# NUMÉRO NL X HUGO HOST AN 'ADE' KICK-OFF


October 23, 2023




On Tuesday, ahead of the ADE festivities in Amsterdam, Numéro NL hosted an event with HUGO in the brand's flagship store to kick off the week, with a surprise performance by MOCHAKK



# AFTERMOVIE









numero\_netherlands  Original audio





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#Mochakk #Hugo #NumeroEvents #NumeroNetherlands #AmsterdamDanceEvent


Edited · 2h









nicozulatto    
2m Reply 



holaalohamagazine    
13m Reply 


montellvanleijen     
25m Reply 

janaletonja    
30m Reply 

joshbram\_ This was 10/10  
30m 1 like Reply 

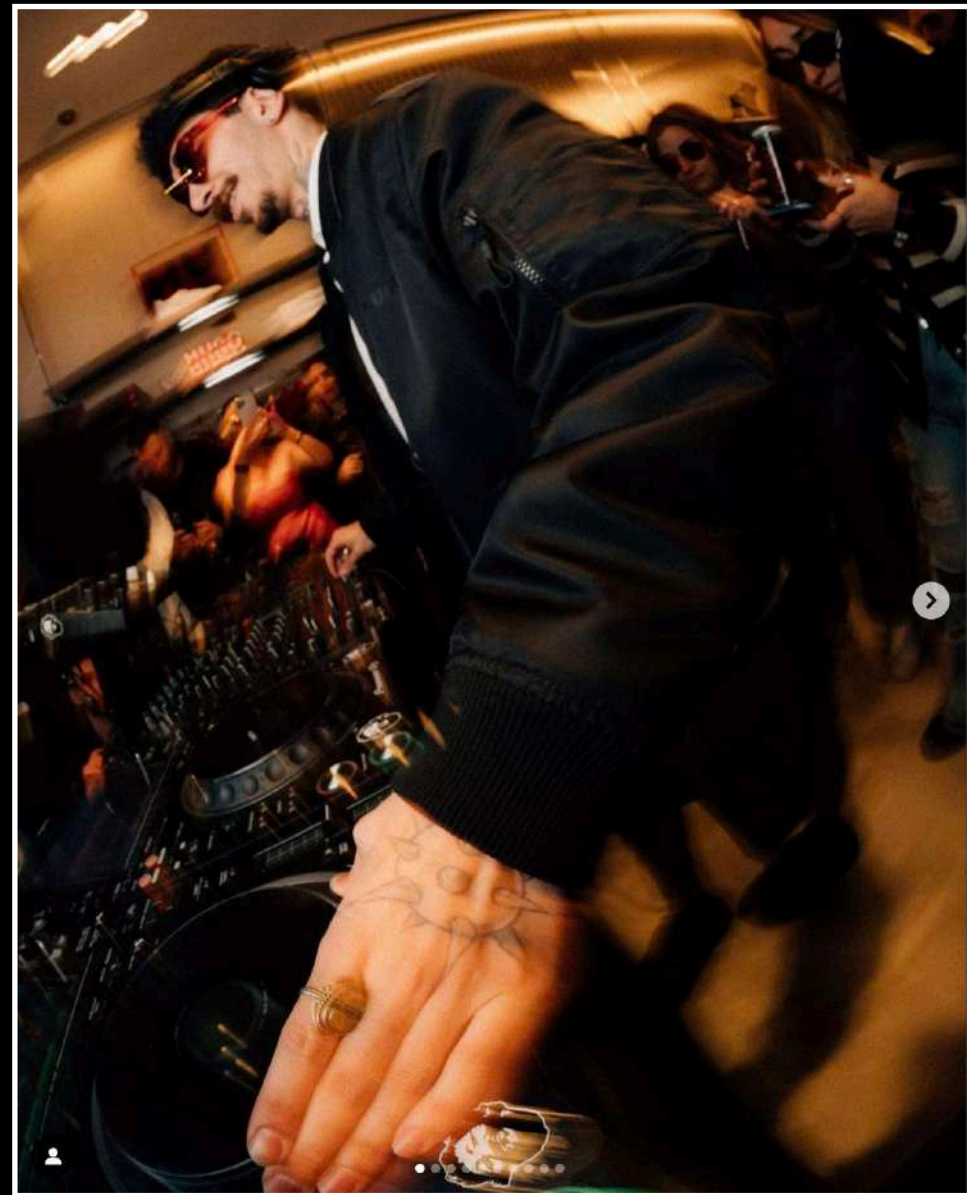
daniel.sars      
   

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2 HOURS AGO

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# SOCIAL AMPLIFICATION



numero\_netherlands Amsterdam, Netherlands

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#Mochakk #Hugo #NumeroEvents #NumeroNetherlands #AmsterdamDanceEvent

Edited · 3h

- holaalohamagazine 14m Reply
- janaletonja 15m Reply
- nana.malheiro 1h Reply
- aichapilmeyer 1h 1 like Reply
- emmahijnekamp 2h 2 likes Reply

Liked by haydenpeyrard and others 3 HOURS AGO



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# Thank You

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