

## **MEDIA RELEASE MODE SUISSE EDITION 12 – ZURICH, GENEVA, PARIS** August – October 2017

**Mode Suisse Shows, Showroom and Workshops in Zurich (September 4 & 5, 2017), an inter-European Showroom in Paris, Stores in Geneva, Zurich and also online, the third “Les Archives au Goût du Jour” shirt, and a global novelty made of leather.**

**Switzerland has great creative fashion potential.** The makers of Mode Suisse have been aware of this long before Vetements' move from Paris to Zurich this Spring - which had caused quite some astonishment. Since its foundation in 2011, it has been Mode Suisse Organization's clear aim to discover fashion talents, foster and support them on their journey. For its designers – in addition to the events in Zurich and Geneva – Mode Suisse paves the way for appearances in Paris, London, Milan, Berlin, or Beijing.

Mode Suisse is not solely focused on staging fashion shows with great public appeal; as a real platform with close ties to the fashion scene and the business world, it also promotes and discusses Swiss fashion on a daily basis. In collaboration with expert partners and an advisory panel, the Mode Suisse Core Team lead by initiator Yannick Aellen and Head of Production Nicolas Eberhart owes its operation to the support and patronage of generous partners **Engagement Migros, The Zurich Silk Association ZSIG, The Hulda and Gustav Zumsteg Foundation and Swiss Arts Council Pro Helvetia.** Furthermore, Mode Suisse has the pleasure to present **de Sede** as its edition partner.

### **ZURICH – SHOWS & SHOWROOM, DE SEDE LAUNCH**

**Mon, September 4, 2017**

**Schiffbau, Schiffbaustrasse 4, Zurich**

**From 5pm, Fashion Show starting 7.30pm, by invitation only**

Shows, Showroom and global novelties with **Adrian Reber, COLLECTIVE SWALLOW**, special guest **DENIZ · CHRISTA DE CAROUGE, Garrison, HEAD – Genève, Kévin Germanier, Ladina Steinegger feat. SOL SOL ITO, LIDA NOBA, LYN Lingerie** (showroom only), **WEER, YVY**, special presence by **de Sede** and **eSJZ enSoie x Julian Zigerli** with collective capsule collection. **More information on the participants under Labels in the spotlight, page 2 & 3.**

**Special Presence.** 45 years ago, Swiss designer furniture manufacturer **DE SEDE** launched its iconic sofa DS-600. In 2017, the leather expert celebrates the anniversary of the legendary snake-shaped seat and the birth of a new product line: in cooperation with Winterthur handbag designers Katka and Zuzuka **GRIESBACH** lead by CEO Monika Walser, de Sede will launch its first luxury handbag collection at Mode Suisse.

### **ZURICH, GENEVA, ONLINE – NEW E-SHOP & TEMPORARY SHOPS**

**From Mon, August 28, 2017**

**Mode Suisse Designer e-Shop @ Mooris.ch**

Mode Suisse is delighted to announce the launch of a permanent Mode Suisse Designer e-shop in collaboration with the **online Concept Store Mooris.ch.**

For the fans of a more traditional shopping experience, the designers' creations of Edition 12, as well as pieces by other selected Swiss Designers, can be bought in Zurich and Geneva:

**«Sélection Mode Suisse chez SEPTIEME ETAGE», 10, rue du Perron, 1204 GENEVA. Thu, August 24 (opening night starting 6pm), to Sat, September 9, 2017.** Opening hours > Mon 2pm to 7pm, Tue, Wed, Fri 10.30am to 7pm, Thu 12pm to 8pm, Sat 11am to 6pm. **OPEN TO ALL FANS OF FASHION.**

**«Sélection Mode Suisse chez enSoie» enSoie, Strehlgasse 26, 8001 Zurich. Thu, August 31 (opening night starting 5pm with Peroni), to Sat, September 9, 2017.** Opening hours > Mon through Fri, 11am to 7pm, Sat 11am to 6pm. **OPEN TO ALL FANS OF FASHION.**

## DESIGNER SHIRT & KEY VISUAL

On behalf of Mode Suisse, Designer Anna Meier of enSoie has created the third «**Les Archives au Goût du Jour**» shirt for its long-standing partner **The Zurich Silk Association ZSIG**. It is inspired by the new **textile archive of the National Museum** in Zurich, printed in **Mitlödi** and produced in the enSoie-Ateliers. The must-have will be sold online as well as in the temporary «**Sélection Mode Suisse**» shops at enSoie in Zurich and **SEPTIEME ETAGE** in Geneva. The shirt and its designer are also featured in the **Key Visual** of Mode Suisse. Photographer **Linda Suter** and graphic designer **Anatole Comte** were responsible for setting the scene for them at Edition 12.

## PARIS – NEW SUPPORT PROJECT

**DACH Showroom Paris**

**Robert Dodd Showroom, 2, rue Gabriel Vicaire, 75003 Paris**

**From Fri, September 29 to Tue October 3, 2017. RSVP to [info@modesuisse.com](mailto:info@modesuisse.com)**

**Cocktail in collaboration with VOO Store Berlin & de Sede on Mon October 02, 2017, from 5pm. RSVP to [info@modesuisse.com](mailto:info@modesuisse.com)**

Mode Suisse is reconfiguring its profile abroad by cooperating with **AFA Austrian Fashion Association** and the **Berlin Showroom** for the upcoming Paris Fashion Week and will be welcoming the international fashion audience at the DACH Showroom Paris. The appearance of Germany, Austria, and Switzerland powerfully unifying selected fashion design under one umbrella will be launched in September. Mode Suisse will be represented by de Sede, Julian Zigerli, LIDA NOBA, WEER, and YVY.

## ZURICH – TALKS/WORKSHOPS

**Tue, September 5, 2017**

**Schweizerische Textilfachschule STF, Hallwylstrasse 71, 8004 Zurich.**

**From 10am. RSVP to [info@modesuisse.com](mailto:info@modesuisse.com)**

For the fourth time, Mode Suisse discusses fashion and the necessary sponsorship in a **TALKS/WORKSHOPS format**. In a talk hosted by Sanjeev Davidson, experts discuss the upcoming DACH Showroom Paris, as well as other sales channels and the needs of independent fashion creators.

## LABELS IN THE SPOTLIGHT

**New Team-Up.** The fashion house **ENSOIE**, under the creative lead of Anna Meier and young Swiss fashion designers' darling **JULIAN ZIGERLI**, will not present their individual seasonal collections, but their joint “**eSJZ**” capsule collection with 12 unisex looks and accessories at Mode Suisse. The limited collection will immediately be available at enSoie (Strehlgasse 26, Zurich): See-Now-Buy-Now.

**Special Guest. DE NIZ·CHRISTA DE CAROUGE** – in 2015, DE NIZ alias Deniz Ayfer took over from Christa de Carouge. The *Grande Dame en noir*, and Deniz Ayfer will once again make a joint public appearance.

**Aspiring talents.** After graduating from the Academy of Art and Design HGK FHNW Basel/doing fashion, Anaïs Marti and Ugo Pecoraio of **COLLECTIVE SWALLOW** have been working on their label between Basel and Berlin for two years now – they do not present their gender-neutral fashion as seasonal collections, but rather as part of an interdisciplinary universe in collaboration with other artists and designers. In parallel to his studies in fashion design at Central Saint Martins College in London, **KEVIN GERMANIER** designed a collection made from recycled materials for the Chinese fashion house Shanghai Tang. Sustainability and social responsibility in fashion are the main themes for the newcomer, who has already received awards for his designs in Asia. After Mode Suisse, Germanier will start working for Louis Vuitton. **LADINA STEINEGGER** is a fashion and textile designer based in Rome. Her textile designs with geometric pattern and vibrant colours can be found in the collections of Balenciaga, Givenchy, and Lanvin. At Mode Suisse, Ladina presents her linear shapes featuring Swiss Design Award 2013 winners Sandra Kaufmann and Monika Fink aka **SOL SOL ITO**. Designer Karin Lorenz of **WEER** confronts the oversupply of clothing with reinterpreted, workwear-influenced basics in simple shapes. In addition to presenting these newcomers, outstanding graduates of the **HEAD – GENÈVE** institute will demonstrate their fashion talents once again at Mode Suisse.

**The Mode Suisse Designers.** Bern designer **ADRIAN REBER**, former Head of Design Knitwear for Hugo Boss, creates his menswear according to the motto „comfort stands at the beginning of masculine elegance“. The foundation of the high-quality ready-to-wear collection by **GARNISON** based in the French-speaking part of Switzerland, is his three-piece men's suit. He redefines masculinity through new cuts. Designer Luka Maurer acquired his tailoring skills at London's Savile Row. **LIDA NOBA** is returning to Mode Suisse for a fourth time. Her feminine creations with their playful details are reminiscent of her Iranian origin. Founded four years ago in Zurich, the sensual and avant-garde leather creations by **YVY**, which oscillate between accessory and piece of clothing, can already be found in many celebrities' wardrobes, such as Monica Belluci's and Kristen Stewart's. Every piece is made from the finest Italian leather and is handcrafted by Designer Yvonne Reichmuth.

## **PARTNER MODE SUISSE EDITION 12**

### **Main Partners**

Engagement Migros, The Zurich Silk Association ZSIG, The Hulda and Gustav Zumsteg Foundation and Swiss Arts Council Pro Helvetia

**Edition 12 Partner De Sede**

**Car Partner** Mercedes-Benz Switzerland

**Makeup Partner** M.A.C. Cosmetics

**Hair Partners** Le Bal des Créateurs with Oribe

**Hotel Partner** Renaissance Zurich Tower Hotel

**Additional Supporters** Creative Zürich/Amt für Wirtschaft und Arbeit Kanton Zürich – Standortförderung, 25h Hotel Zurich/Langstrasse, Yannick Aellen

## **MODE SUISSE EDITION 12 ON SOCIAL MEDIA**

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#ModeSuisse #ModeSuisseEdition12 #TeamModeSuisse #EngagementMigros

#ZurichSilkAssociationZSIG #HuldaGustavZumstegFoundation #ProHelvetia

## **FURTHER INFORMATION**

modesuisse.com

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