

## PRESS RELEASE

### MODE SUISSE EDITION 13 – ZURICH, PARIS

February/March 2018

**In February/March 2018, Mode Suisse will celebrate its 13<sup>th</sup> edition. The highlights: shows, presentations and a showroom on Monday, 5 February 2018 at Löwenbräukunst Zurich, the «Sélection Mode Suisse chez enSoie» and the second DACH Showroom at Paris Fashion Week in March.**

Each season, Mode Suisse sets out to offer a platform for new and established labels bearing a relationship with Switzerland in order for them to present their collections to a national and international expert audience, and to fashion aficionados. The shows on the runway play just as important a role as the exchange of designers and buyers at the Mode Suisse Showroom before and after the event, since the designers as well as the makers and patrons of Mode Suisse all share a common interest: seeing the collections find their way from the catwalk into the retail market to ensure the labels' survival in the longer term.

“In the end, we hope to see consumers become more courageous; however, we are well aware that buyers need more than just appealing media coverage: the right price-quality ratio. With our formats and networks, we are constantly looking for new ways to further promote fashion diversity in Switzerland and foster the labels' profitability.” says Yannick Aellen, founder of Mode Suisse.

Edition 13 is made possible thanks to the generous patronage of our partners **Engagement Migros, The Zurich Silk Association ZSIG, The Hulda and Gustav Zumsteg Foundation,** and **Swiss Arts Council Pro Helvetia.**

Mode Suisse also thanks Car Partner **Mercedes-Benz Switzerland,** Makeup Partner **M.A.C. Cosmetics,** Hotel Partner **Renaissance Zurich Tower Hotel** and warmly welcomes its new Hair Partner **Charles Aellen Company.**

---

#### ZURICH – SHOWS, PRESENTATIONS & SHOWROOM

**MON, 5 February 2018**

**Löwenbräukunst, Limmatstrasse 270, 8005 Zurich**

**Doors opening 5pm, by invitation only ( [info@modesuisse.com](mailto:info@modesuisse.com) )**

Presentations of the new collections by **COLLECTIVE SWALLOW** (Basel/Berlin), **Garrison** (Porrentruy), **HEAD – Genève,** **Julia Heuer** (Stuttgart, newly selected by the jury), **LYN Lingerie** (Zurich), **Mourjjan** (Zurich/Mykonos, newly selected by the jury), **Rafael Kouto** (Losone/Paris, newly selected by the jury), **WEER** (Zurich), **WUETHRICHFUERST** (Basel).

---

#### ZURICH – SÉLECTION MODE SUISSE CHEZ ENSOIE

**WED, 31 January** (Opening Night: doors opening 5pm, with *20 Minuten Friday* und *Peroni*)  
**until SAT, 10 February 2018**

**enSoie, Strehlgasse 26, 8001 Zurich**

**Hours: MON to FRI 9am to 7pm, SAT 10am to 6pm**  
**open to all fashion lovers**

## PRESS RELEASE

Mode Suisse is very pleased with the continued cooperation with enSoie: together with Anna & Sophie Meier and their team, the must haves of selected designers will be made available for purchase.

---

### PARIS – DACH SHOWROOM

**FRI, 2 March to TUE, 6 March 2018**

(tbc) **Robert Dodd Showroom, 2, rue Gabriel Vicaire, 75003 Paris**

**RSVP > [info@modesuisse.com](mailto:info@modesuisse.com)**

After a highly promising kick-off on the occasion of the last edition, Mode Suisse will once again host the DACH Showroom as part of Paris Women's Fashion Week – in cooperation with the **Austrian Fashion Association AFA** and the **Berlin Showroom**. On location, Mode Suisse is going to present **Julia Heuer, Julian Zigerli, studiowinkler, WEER, WUETHRICHFUERST** and **YVY** to the international fashion audience. For all further information, please visit [dachshowroom.com](http://dachshowroom.com)

---

### ONLINE – E-SHOP

**Mode Suisse Designer e-Shop @ [Mooris.ch](http://Mooris.ch)**

Since the end of August 2017, the Mode Suisse Store within the **online concept store Mooris.ch** has become permanent. Just in time for Edition 13, a light update of the selection will be waiting for you as of 29 January 2018.

---

### PARTNERS of MODE SUISSE EDITION 13

#### Main Partners

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

**Car Partner** Mercedes-Benz Switzerland

**Make-up Partner** M.A.C. Cosmetics

**Hair Partner** Charles Aellen Company

**Hotel Partner** Renaissance Zurich Tower Hotel

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

---

### CONTACT MODE SUISSE EDITION 13

Follow us on Instagram and Facebook

**@modesuisse #ModeSuisse13 #ModeSuisse #EngagementMigros  
#ZurichSilkAssociationZSIG #HuldaGustavZumstegFoundation #ProHelvetia  
#TeamModeSuisse @ModeSuisseOfficial (fb)**

For further information, please visit [modesuisse.com](http://modesuisse.com)

For all media enquiries, please contact Nicolas Eberhart, Mode Suisse:  
[press@modesuisse.com](mailto:press@modesuisse.com) , +41 79 853 31 90

Zurich, January 2018