

MEDIA RELEASE

Zurich, 08. Januar 2019



MODE SUISSE EDITION 15 – ZURICH, PARIS

On February 4th, 2019, Mode Suisse is going to stage its 15th edition at Migros Museum of Contemporary Art (Migros Museum für Gegenwartskunst) in Zurich, appearing on the Löwenbräukunst premises for the 5th time. It will be a profound Fashion Monday on the back of a fine-tuned format featuring a preview, fashion shows, showroom & shop, as well as an unprecedented co-operation with ECAL/University of Art and Design Lausanne as campaign partner, the kick-off launch with Made Visible – and all this crowned by a lineup of promising designers – will guarantee an intense fashion experience. Shortly afterwards, a selection of Mode Suisse participants are going to re-appear at the DACH Showroom within the scope of the Paris Fashion Week.

The Mode Suisse audience is going to re-encounter such regulars as COLLECTIVE SWALLOW (Basel, Berlin), Garnison (Porrentruy), Jacqueline Loekito (Basel), Mourjjan (Zurich, Mykonos) or Rafael Kouto (Losone, Zurich) – while Mikael Vilchez/Forbidden Denimeries (Geneva) and Giancarlo Bello/Amorphose (Lugano) as well as students of HEAD – Genève will celebrate their first appearance on Zurich's catwalk.

The main events will also feature After Work Studio from Basel and Nina Yuun (Basel, Seoul), who are going to re-appear at the Paris DACH Showroom together with Zurich's Julia Seemann, Julian Zigerli, QWSTION and Julia Heuer (Paris), the previous edition's rising star now with shops such as Opening Ceremony and Tasoni.

In the course of the main events on February 4th, 2019, media representatives and buyers will be treated to an exclusive preview with lunch. After the fashion shows, the showroom is going to be open to the public for pre-orders and shopping of certain pieces.

Yannick Aellen, founder of Mode Suisse, is delighted to note that, in co-operation with, and under the management of Jiri Chmelik & Rafael Koch (Noir Associates), a collaborative project was initiated with ECAL/University of Art and Design Lausanne's Bachelor programmes in Graphic Design and Photography to develop a variety of potential Mode Suisse campaign posters during a workshop with photographer Peter Puklus. The outcome was so convincing that both campaigns for the 2019 Mode Suisse editions were designed together with ECAL, with students Raphaële Rey, Hugo Plagnard and Théo Barraud involved in the upcoming autumn/winter edition.

Furthermore, Mode Suisse welcomes Made Visible, its new partner for the entire year 2019. Following a subtle and elegant beginning with Edition 15, a dazzling presence is planned for Edition 16 in late summer 2019.

Edition 15 is made possible again 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.

ZURICH – PREVIEW, SHOWS, SHOWROOM & DIRECT SALE, Monday, 4 February 2019, from 13:00

At the Löwenbräukunst, Migros Museum of Contemporary Art (Migros Museum für Gegenwartskunst), Limmatstrasse 270, 8005 Zurich, by invitation only (info@modesuisse.com) with After Work Studio, Amorphose, COLLECTIVE SWALLOW, Forbidden Denimeries, Garrison, HEAD – Genève, Jacqueline Loekito, Mourjjan, Nina Yuun, Rafael Kouto and a special presence of the ECAL/University of Art and Design Lausanne

An exclusive preview for media and buyers will take place at 13:00 during the dress rehearsal - with Q&As and a light lunch

The showroom will be open to the public after the shows, starting at 20:00, to place pre-orders and to purchase certain items

PARIS – DACH SHOWROOM, 1 – 5 March 2019

DACH Showroom, 18, Rue Perrée, 75003 Paris. With the presence of After Work Studio, Julia Heuer, Julia Seemann, Julian Zigerli, Nina Yuun and QWSTION. For last adjustments and details, please see dachshowroom.com

ONLINE – MODE SUISSE STORE @ MOORIS.CH

With an update for edition 15 as of 28 January 2019

PARTNERS OF MODE SUISSE EDITION 15

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

Edition Partner Made Visible

Car Partner Mercedes-Benz Switzerland

Makeup Partner M·A·C Cosmetics

Hair Partner Charles Aellen Company

Hotel Partner Renaissance Zurich Tower Hotel

Campaign Partner ECAL/École cantonale d'art de Lausanne

Additional Supporters Amt für Wirtschaft und Arbeit (AWA) Kanton Zürich – Standortförderung, 25hours Hotel Zürich/Langstrasse and Yannick Aellen

CONTACT MODE SUISSE EDITION 15 AND NEXT DATES

For the latest news from Mode Suisse, visit our website modesuisse.com and follow us on Instagram @modesuisse and Facebook @ModeSuisseOfficial:

#ModeSuisse15 #ModeSuisse #EngagementMigros #ZurichSilkAssociationZSIG #HuldaGustavZumstegFoundation #ProHelvetia #MadeVisible

Upcoming events with Mode Suisse: 2-3 September 2019 (to be confirmed) – Edition 16 Zurich

For media inquiries, photo material incl. campaign requests, please contact: Lucy Tallo, Mode Suisse: press@modesuisse.com, +41 79 393 42 66