

PRESS RELEASE



MODE SUISSE EDITION 9 – ZURICH

Monday, 8th February 2016, Migros Museum für Gegenwartskunst

TEN FOR THE NINTH

On Monday, 8 February 2016, the ninth edition of Mode Suisse is going to take place at Migros Museum für Gegenwartskunst in Zurich. Beginning in 2012, this platform, staged every half year, has been promoting exchange and co-operation among fashion designers, the textile industry, retail trade, media and other industry players in Switzerland. Since 2014, international events have additionally been carried out with the idea of reinforcing Swiss fashion internationally (see timeline on page 2).

These ten designers, labels and institutes will take the stage at Edition 9: **Adrian Reber**, **Blank Etiquette** by Tosca Wyss, **Claudia Zuber**, **enSoie**, **HEAD – Genève**, **huber egloff**, **IAHAI**, **Julian Zigerli**, **Lyn Lingerie** and **Steinrohner**. Some of these labels are “regulars” at Mode Suisse, others appearing for the second time or coming back. All participants have presented their work on this platform once or several times before, which testifies to Mode Suisse’s intention of providing a sustainable and continuous way of promoting Swiss fashion design. Mode Suisse is not about hyping up what’s new; first and foremost, it is meant for marketable talent who deserve long-term support.

International jury and network

Mode Suisse is an initiative by show & creative director **Yannick Aellen**. For the first time, participants have been selected by an international jury headed by Aellen. The members of the jury are: **Anders Sølvsten Thomsen**, fashion director & consultant (London); **Catherine Gonin**, accessories buyer of Jelmoli (Zurich); **Christina Duss**, journalist (Zurich); **Claudia Desax**, owner of Boutique Opia (Zurich); **Claudio Nardone**, women’s wear buyer of Globus (Zurich); **Daniel Lehnhof**, men’s wear buyer of Herren Globus (Zurich); **Jeroen van Rooijen**, freelance journalist (Zurich); **Katharina Sand**, owner of Septième Etage (Geneva); **Laurence Antiglio**, owner of Vestibule (Zurich); **Robb Young**, fashion consultant & journalist (London); **Sabina Hanselmann-Diethelm**, editor-in-chief of Bolero (Zurich); **Silvia Binggeli**, editorial office of annabelle (Zurich), and **Stefan Siegel**, owner & CEO of Not Just a Label (London).

The key visual of Mode Suisse Edition 9 has been created by **Florence Tétier** and **Nicolas Coulomb** of **Novembre magazine**.

Mode Suisse is significantly supported by **Engagement Migros**, the development fund of the Migros Group, as well as **ZSIG – The Zurich Silk Association**. Other partners are **Swiss Textiles** and **Pro Helvetia** as well as **creative zürich**/Amt für Wirtschaft und Arbeit Kanton Zürich – Standortförderung. Furthermore, show partners are **M.A.C Cosmetics** and **Le Bal des Créateurs** with **Redken**.

The Mode Suisse pop-up store at Cabinet

From 4 to 13 February, some of the Mode Suisse designers are going to present their current collections at the **CABINET** pop-up store at Viaduktbogen 2 in Zurich. On Thursday, 4 February, an informal reception will be held featuring the participating labels.

Save the date

Thursday, 4 February 2016, 6.30pm: Mode Suisse @ Cabinet Pop-up Store – Drinks

Monday, 8 February 2016, 7.30pm: SHOW by invitation only. Migros Museum für Gegenwartskunst, Limmatstrasse 270, 8005 Zurich. Tickets for professionals available at info@modesuisse.com. Participants: Adrian Reber, Blank Etiquette by Tosca Wyss, Claudia Zuber, enSoie, HEAD Genève, huber egloff, IAHAI, Julian Zigerli, Lyn Lingerie, Steinrohner.

Mode Suisse timeline

The first official edition of Mode Suisse took place at Papiersaal Zurich in spring 2012, with twelve designers presenting their work and Julian Zigerli, today one of the most highly regarded Swiss fashion designers internationally, taking part right from the start. The second edition of Mode Suisse (at Kunsthaus Zurich) in the autumn of the same year already included three sets of show featuring a total of 22 labels. Since the autumn of 2012, Mode Suisse has also taken place in Geneva at least once a year. In 2013, there was a special edition related to Design Miami/ Basel, and in 2014, there were additional guest appearances at London Fashion Week and within the scope of Paris Fashion Week. At the end of 2014, "Patronage Mode Suisse" was launched, supporting selected Swiss designers during their presence at the international fashion weeks. Julian Zigerli and Huber Egloff have so far been supported by the patronage made possible by Mode Suisse with Engagement Migros. In 2015, Mode Suisse had guest appearances in Milan, together with the city and the canton of Zurich, and in Beijing, following an invitation by the Swiss Embassy.

Find all previous editions and participants at <http://www.modesuisse.com/editions.html>

Media contact

We will be pleased to assist you for enquiries, contact with the participating labels, and any further information you wish to obtain. We are looking forward to welcoming you to Edition 9 of Mode Suisse.

Yannick Aellen and the press team – press@modesuisse.com