

MODE SUISSE EDITION 11 MEDIA RELEASE – ZURICH, Paris, Berlin

Show & showroom > TUE, 7 FEBRUARY 2017 @ MIGROS MUSEUM FÜR GEGENWARTSKUNST ZURICH

“Fashion is not really about clothes; it is about life.” This quote from the great Franca Sozzani, one of the most significant scouts and promoters of talent in the world of fashion throughout her all-too-short lifetime, is illustrative of the transition into the new fashion year. According to aficionados of fine fabrics, 2017 is likely to be an excellent year. Numerology is just as auspicious: the number 1, first in line in the digit sum of 2017, stands for a new beginning; it is considered a lucky number. Maybe it is no coincidence that 2017 will see Mode Suisse’s Edition 11, twice the number 1.

There is no reason to be alarmed, though. The Swiss talent-promotion platform is not going to be guided by evasive and supernatural phenomena. Like any ambitious fashion designer out to succeed in a tough business world, the Mode Suisse team rely on disciplined work and professional networking first and foremost. The Mode Suisse organisation, established in 2011, has always striven to not only spot fashion talent but also support them along the way. Many a fashion designer faces up to the international fashion experts on the Mode-Suisse-Jury for more than one season. Apart from staging events held in Zurich and the French-speaking part of Switzerland, Mode Suisse paves the way for fashion designers in such industry strongholds as Paris and Berlin, giving them an opportunity to present their collections to international audiences. All this is possible only owing to support and patronage from generous partners **Engagement Migros, The Zurich Silk Association ZSIG, The Hulda and Gustav Zumsteg Foundation** and **Swiss Arts Council Pro Helvetia**, allies of Mode Suisse since Edition 10.

While targeted primarily at experts in the media and fashion industries, Mode Suisse remains open to a wider audience. With a bit of luck, one may manage to get a show ticket from info@modesuisse.com upon request, but can certainly buy from the collections in the Mode Suisse pop-up store:

MODE SUISSE EDITION 11 POP-UP STORE

Mode Suisse intends to make sure Swiss designer fashion is not only presented on the catwalk but becomes a day-to-day experience for everyone. You can try on and buy Edition 11 creations in the Mode Suisse pop-up store for a period of three weeks. **Location > enSoie, Strehlgasse 26, 8001 Zurich. THU, 2nd February to SAT, 25 February 2017**

MODE SUISSE EDITION 11 PATRONAGE

Great fashion design is well-advised to secure its place in the capitals of fashion. Mode Suisse again supports **Julian Zigerli**’s appearance at the **Paris Men’s Fashion Week** on 20 January 2017. Owing to co-operation between Mode Suisse and Car Partner Mercedes-Benz as well as German ELLE, **Julia Seemann** will get an opportunity to present her collection at the **Berliner Mode Salon** on 19 January 2017.

MODE SUISSE EDITION 11 DESIGNERS

Adrian Reber • enSoie • Garnison • HEAD – Genève • Julia Seemann • Julian Zigerli • LIDA NOBA • LYN Lingerie • studiowinkler • WUETHRICHFUERST • Special Guest – Dorothee Vogel

Special Guest. DOROTHEE VOGEL continues to be one of the most significant players in Swiss fashion. Her perfectly finished waisted jackets are legendary. The Annex brand was followed by Salon Privé anticipating “see now, buy now”, the hotly debated fashion concept today. Dorothee Vogel ventures ahead with determination, and Mode Suisse is very happy to welcome her on stage.

Up-and-coming talent. WUETHRICHFUERST have not only attracted the attention of Vogue Italia’s “Talents” programme; Karin Wüthrich and Matthias Fürst, both of them graduates from FHNW Basel, are in for an exciting future according to Swiss fashion experts, too. From among the Mode Suisse jury, Silvia Binggeli, editor-in-chief of annabelle, praises the designer duo’s handwriting as “continuously striven to fine-tune in a subtle and expert manner”. Laurence Antiglio, the owner of

Vestibule, uses the words “full of energy, fresh and positive” to describe her general impression of the work Karin and Matthias perform. Journalists and fashion expert Jeroen van Rooijen refers to their creations as “avantgarde”. **GARNISON**, a Mode Suisse newcomer from the French-speaking part of Switzerland, builds its high-grade ready-to-wear collection on modern-day interpretations of three-piece men’s suits, redefining masculinity. Designer Luka Maurer acquired his tailoring skills at London’s Savile Row. Along with WUETHRICHFUERST and GARNISON, some outstanding alumni of **HEAD – GENÈVE** will be putting their fashion skills to the test again at Mode Suisse Edition 11.

Mode Suisse designers. **ADRIAN REBER** of Bern is one of the undaunted talents of Mode Suisse Edition 11. He produces men’s collections for travellers, focused on craftsmanship, quality and ease of wear. The **ENSOIE** fashion house leads Zurich’s old silk tradition into modern times. Creative leader Anna Meier, the daughter of enSoie founder Monique Meier Leuthold, keeps focusing on manual work and craftsmanship (manual embroidery, screen-printing) in the face of the digital age as well as their iconic colourfulness, of course. **JULIA SEEMANN** of Zurich has already experienced a major fashion moment with V-Files choosing her as one of four young designers to present at New York Fashion Week. Only one day later, Rihanna was wearing one of her creations sitting in the first row at the fashion show of her musician colleague Kanye West. Julia Seemann is considered to be one of the most promising young Swiss designers. **JULIAN ZIGERLI** continues to be the high-flyer in Swiss fashion design. Julian has now been part of the fashion scene for seven years, has gained prestigious prizes and awards, received a much-discussed invitation from Giorgio Armani to present his collection in Milan, and appears regularly on fashion stages in Paris, Hong Kong and the like. Julian also runs an accessible basic line called “Julian Zigerli – All Time Favorite”. **LIDA NOBA** has made it to Mode Suisse’s sélection officielle for the second time. The rich fabric details of her feminine creations are reminiscent of her Iranian roots. The creations of lingerie designers Evelyn Huber and Ramona Keller of **LYN LINGERIE** are known for elaborate details and ease of wear, accentuating the beauty of the body without revealing it all. Their high-grade basic lingerie for day-to-day wearing, modern swimwear and luxurious undergarments have convinced in Paris, where the Zurich designers were chosen to present at UNCOVER in the course of the Salon International de la Lingerie in January 2017, giving their products access to selling space at Galeries Lafayette. Julia Winkler of Zurich completed her fashion education in Berlin before launching **STUDIOWINKLER**. The German capital is her base from which she is conquering fashion prizes (annabelle Award) and driving her business with her masculine-cum-feminine creations. Following Editions 3 and 5, Julia is joining Mode Suisse for the third time.

MODE SUISSE EDITION 11 AGENDA

THU, 2nd February 2017

Mode Suisse Pop-up Store Opening Cocktail @ enSoie, Strehlgasse 26, 8001 Zurich. Designers participating. Time tbc.

THU, 2nd February through SAT, 25 February 2017

The Mode Suisse Pop-up Store @ enSoie, Strehlgasse 26, 8001 Zurich. MON to FRI 9am to 7pm, SAT 10am to 6pm. **OPEN TO ALL FASHION LOVERS**

TUE, 7 February 2017

Mode Suisse VIP Cocktail Reception, @ Migros Museum für Gegenwartskunst Zürich, Löwenbräu-Areal, Limmatstrasse 270. Prior to the Fashion Show. **BY INVITATION**

Mode Suisse Edition 11 Fashion Show @ Migros Museum für Gegenwartskunst Zürich, Löwenbräu-Areal, Limmatstrasse 270. Doors opening 6.45pm, Fashion Show starting 7.30pm. **TICKETS BY INVITATION AND UPON REQUEST FROM info@modesuisse.com**

MODE SUISSE EDITION 11 PARTNERS

Mode Suisse wishes to thank all Sponsors and Partners for their essential commitment!

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

Additional Supporters Creative Zürich/Amt für Wirtschaft und Arbeit Kanton Zürich – Standortförderung, M.A.C Cosmetics, Le Bal des Créateurs with Oribe, Yannick Aellen

MODE SUISSE EDITION 11 **ON SOCIAL MEDIA**

Follow us at Facebook and Instagram

#ModeSuisseEdition11

MODE SUISSE EDITION 11 **FURTHER INFORMATION**

modesuisse.com

For all media enquiries: press@modesuisse.com, Lucien Mike Woodtli, +41 76 569 12 23

Zurich, January 2017