

MEDIA RELEASE

Zurich, 1 March 2021



Print-quality show pictures are now available for download from «Media» — Please scroll down for first impressions

<https://www.modesuisse.com/edition19-zurich.html>

press@modesuisse.com

MODE SUISSE EDITION 19, ZURICH

Mode Suisse went ahead with its 19th Zurich Edition diverging from its usual format. The presentation of the newest Swiss fashion by eight selected brands in Zurich is currently being promoted digitally through social media [@modesuisse](https://www.instagram.com/modesuisse) and further online channels. Runway shots and an exchange with experts and the designers have been filmed, which will be edited into strong promotional short films by Tong Watanayaem to be released starting from 2 March. Further content will be promoted along with the upcoming pop-up store *Sélection Mode Suisse chez Jelmoli* in Zurich from 11 March – 10 April 2021. With its 19th Edition, Mode Suisse has, once again, proved its flexibility and commitment to actively promote Swiss designers in spite of the ongoing global pandemic.

For Mode Suisse's spring edition, two different settings were used: First, a catwalk scene was shot on at the F+F School of Art and Design in Zurich to generate vital footage of the eight participating labels' latest collections. Second, an intimate studio set was created where the designers explained their latest creations to a small group of fashion experts including annabelle's Jacqueline Krause-Blouin, Opia's Claudia Desax, Michelle Nicol and Charlotte Fischli, followed by an exchange – providing valuable feedback from the panel. All this generated an in-depth perspective on the selected Swiss fashion brands. The promotional short films will be uploaded from 2 March on Mode Suisse's Youtube- and Instagram-channels or by request press@modesuisse.com. All picture galleries are available for downloading on [modesuisse.com](https://www.modesuisse.com) and will be released on the organisation's and designers' social media channels.

Mode Suisse Edition 19 features Klaesi Holdener's minimalistic designs inspired by strong women and the dichotomy between strength and fragility. Designer Florian Holdener teamed up again with the eyewear label SOL SOL ITQ to create a holistic look on the runway. amorphose's latest collection "The Princess of Whale Cay" was inspired by Marion "Joe" Carstairs and Marlene Dietrich. Designer Giancarlo Bello presented garments that took inspiration from these two iconic women from Hollywood as well as a 30s Caribbean vibe. A glamorous approach was also at the core of MOURJJAN's hand embroidered pieces. With his collection "Arctic Poetry" designer Roland Rahal captured stillness and serenity in a time of chaos.

The stillness caused by the latest lockdown was inspirational for NINA YUUN's new capsule collection "Rust and Flower" which explores the quality and beauty within the smallest of things. Forbidden Denimeries, paying tribute to an adapted rhythm of défilés and decoding of gender stereotypes, presented its reinventions of denim through sustainable jackets and accessories. By reformulating the codes of the classic denim jacket, designer Mikael Vilchez aims for "la petite veste bleue" to be a chic, casual must-have. Rafael Kouto showed his latest upcycling couture collection with "tra terra e cielo". Named after an Italian saying, the collection reflects on the circular nature of life which is mirrored in the label's approach to fashion. Designer Rafael Kouto is also this year's creative mind behind Mode Suisse's sixth Le Shirt – Les Archives au Goût du Jour ZSIG, which will exclusively launch at Sélection Mode Suisse chez Jelmoli Bahnhofstrasse on 11 March.

Showing for the second time at Mode Suisse, Luca Xavier Tanner explored robust, plain-coloured materials, as well as practical details that run repeatedly throughout the silhouettes. In addition, the label collaborated with KDH1932, the subsidiary of Mode Suisse's footwear partner Kandahar, to add and expand the colour palette and functionality of the new collection. NOMADISSEM showed their fourth sustainable, yet elegant wardrobe with modular pieces inspired by mountaineering and high-altitude expeditions – sparked by designer Noële Nana Schaffner's first ascent of a 4000-metre peak last summer.

Mode Suisse Edition 19 is held 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. Furthermore, we also thank our footwear partner, Kandahar, and all our additional partners and supporters for their continued commitment to a stronger, and more visible, Swiss fashion scene.

Mode Suisse is a project by Yannick Aellen, realised with Ejra Sunna, Lina Eisenhut, Myrta Holinger and Alexandra Looser.

FORTHCOMING DATES

MODE SUISSE ON SRF G&G – GESICHTER & GESCHICHTEN

Monday, 1 March – Tuesday, 2 March 2021: TV-Format G&G – Gesichter & Geschichten, to be broadcasted at 18:40

Starting tonight, Mode Suisse will be a special guest on SRF G&G – Gesichter & Geschichten. Don't miss Laurence Antiglio from Zurich-based fashion store vestibule on Monday evening, 1 March and Mode Suisse founder, Yannick Aellen, on Tuesday evening, 2 March – who will give their insights into the latest Swiss collections.

SPECIAL MEDIA COLLABORATION MODE SUISSE x ANNABELLE

Saturday, 27 February – Monday, 1 March 2021: Women's magazine annabelle features Mode Suisse Edition 19.

Don't miss designer features and follow-up reporting on annabelle.ch as well as exclusive content on the magazine's instagram channel @annabelle_mag.

SÉLECTION MODE SUISSE CHEZ JELMOLI & LE SHIRT – LES ARCHIVES AU GOÛT DU JOUR ZSIG

Thursday, 11 March – Saturday, 10 April 2021: Bahnhofstrasse, Zurich

Our pop-up store Sélection Mode Suisse chez Jelmoli opens with the exclusive launch of the sixth unisex edition of Le Shirt - Les Archives au Goût du Jour ZSIG, created this year by designer Rafael Kouto. Further, expect a beautiful selection of clothing, interiors and perfume from selected swiss creatives. Moreover, the universe and WOMA pieces of artist Fritz Hortig, who was the creative force behind this edition's campagne – will feature in the shop and windows. If possible, the pop-up store will hold small events. Also the exclusive After Work Studio AW21/22 collection will be displayed in one of Jelmoli's windows – styled by Mode Suisse.

DIGITAL DACH SHOWROOM

February – March 2021: Vienna, Berlin, Tokyo & Online

Featuring Luca Xavier Tanner, YVY and other up-and-coming fashion designers from Austria, Germany and Switzerland. This first online-only DACH Showroom, launched February 2021, will provide access to the newest collections all year round. Please visit digital.dachshowroom.com to get further insight about our international outreach in Vienna, Berlin and Tokyo or contact showroom@modesuisse.com.

Edition 19 will officially close on Saturday, 10 April 2021 with the end of the pop-up store Sélection Mode Suisse chez Jelmoli. Please also note that the exhibition Wild Thing – Modeszene Schweiz will be running at our friendly partner Zurich's Museum für Gestaltung until Tuesday, 24 May 2021.

Mode Suisse Edition 20 main events will be conducted from August 2021.

CONTACT MODE SUISSE EDITION 19

For the latest information about Mode Suisse, please go to modesuisse.com and follow us on Instagram @modesuisse and Facebook @ModeSuisseOfficial

For enquiries and high-resolution images including the campaign, please contact Ejra Sunna, press@modesuisse.com Tel: +41 79 963 34 56.