

Zurich, 10 July 2019



## **MODE SUISSE EDITION 16 – ZÜRICH, NEW YORK, PARIS, GENEVA**

**On 31 August 2019, Mode Suisse will be presenting selected Swiss fashion designers at its 16th edition in the historic building of the Allgemeinen Berufsschule Zürich (ABZ). Thanks to the event series' continually fine-tuned concept, labels such as After Work Studio, Amorphose, Forbidden Denimeries and Julia Heuer will once again inspire the media, buyers and fashion aficionados. Guests can look forward to a preview, fashion shows, a showroom, a shop and a supporting programme. This will include the capsule collection from MADE VISIBLE® x Archives™, the launch of the 5th Le Shirt – Les Archives au Goût du Jour ZSIG, the continuation of the collaboration with the ECAL/Ecole cantonale d'art de Lausanne, Julian Zigerli's personal presentation as well as the Sélection Mode Suisse and the 6th TALKS/workshops at the National Museum Zurich. Shortly afterwards, Mode Suisse will appear for «Swiss Touch Presents: Mode Suisse» at New York Fashion Week and will once again be present at the DACH Showroom at Paris Fashion Week. In November, Mode Suisse returns to Geneva as part of the HEAD – Geneva Fashion with a public showroom/shop as part of the supporting programme of the HEAD – Genève Fashion Show.**

This season, the Zurich runway will be honoured by seront After Work Studio (Basel), Amorphose (Lugano), Forbidden Denimeries (Geneva), Jacqueline Loekito (Basel), Julia Heuer (Stuttgart), Mourijan (Zurich, Beirut, Mykonos), Nina Yuun (Basel, Séoul) as well as the students of HEAD – Geneva and the Institute of Fashion Design from HGK FHNW (Basel).

The Capsule Collection by MADE VISIBLE®, created by the young designer collective Archives™ can certainly expect to attract some attention. The three talented alumni of HEAD – Genève work together with textile manufacturers like Schoeller and Rotofil. By bringing the creative and high-tech materials together, MADE VISIBLE® is driving the trend for fashionable visibility in road traffic. Mode Suisse is delighted to be able to showcase this self-confident capsule collection in Edition 16.

Media representatives as well as buyers will be invited to an exclusive preview lunch on the day of the main event, so they can discover the collections in advance in a more intimate setting. On 31 August, in addition to the fashion shows, it will also be possible to purchase directly from the participating designers – this will be followed by an after-show party in the Photobastei to round off the evening.

As part of the Sélection Mode Suisse, the 1 September 2019 will see the launch of the 5th unisex Le Shirt – Les Archives au Goût du Jour ZSIG, this year created by Lilla Wicki/Monochrome Studio, at the National Museum Zurich. The shirt was produced in Switzerland and decorated with historic gems from the textile archive belonging to the The Zurich Silk Association ZSIG. The individual items will be available from the end of August/beginning of September in three different colours at the National Museum

Zurich and on [mooris.ch](http://mooris.ch) or can be ordered immediately via [info@modesuisse.com](mailto:info@modesuisse.com).

Immediately afterwards in the same location, Mode Suisse invites to the 6th edition of the TALKS/workshops series on the topic of «Swiss and international supporting structures and organisations for independent fashion designers», presented by Lela Scherrer. Panellists are yet to be confirmed – please refer to [modesuisse.com](http://modesuisse.com) for more information.

To close Mode Suisse Edition 16 Zurich, which is taking place parallel to the 2nd Biennale du Design de Zurich, Julian Zigerli will be hosting his exclusive presentation at the Greulich Design & Lifestyle Hotel on 1 September (by invitation only).

Yannick Aellen, founder of Mode Suisse, is delighted to be working with the ECAL/Ecole cantonale d'art de Lausanne again this season. Under the leadership of Noir Associates and as a result of the «Mode Suisse» workshop with artist Peter Puklus, students on the BA Graphic Design and BA Photography courses Eliott Villars, Roman Karrer, Sandi Gazic and Yul Tomatala implemented the campaign for Mode Suisse Edition 16.

Once again, Mode Suisse is promoting selected Swiss fashion on an international scale. On 9 September the platform will appear at New York Fashion Week for the first time. In close collaboration with the Swiss consulate, a showroom will be set up and PR, presentation and cocktail events will take place at USM on Greene Street. The following labels will be accompanying the organisation for «Swiss Touch Presents: Mode Suisse at NY Fashion Week»: Forbidden Denimeries, Julia Heuer, Julian Zigerli, Vanessa Schindler and YVY.

At the end of September 2019, Mode Suisse will be returning to European soil. At the heart of the Marais district, the DACH Showroom will once again be present at Paris Fashion Week. After Work Studio, Julia Heuer, Julian Zigerli, Nina Yuun and for the first time Amorphose will be presenting to international buyers during this most prestigious event in the fashion industry calendar.

Around 8 November 2019, Mode Suisse will be in Geneva with its annual Suisse Romande Edition. As part of the supporting programme of the successful HEAD – Geneva graduation fashion shows, Mode Suisse will organise special events.

Edition 16 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 the Swiss Arts Council Pro Helvetia. Mode Suisse would also like to thank the Edition partner MADE VISIBLE®, the automobile partner Mercedes-Benz Schweiz, the new watch partner Maurice Lacroix as well as all other partners and supporters. Finally, we are pleased about the strong support within the new cooperation between the hair partners dyson and Charles Aellen Company.

**ZURICH – PREVIEW, SHOW, SHOWROOM, SHOP & AFTER-SHOW PARTY / 31 AUGUST 2019, FROM 1:00 PM, AT THE ALLGEMEINE BERUFSSCHULE ZÜRICH (ABZ). AFTER-SHOW PARTY > PHOTOBASTEI**

At the Allgemeinen Berufsschule Zürich (ABZ), Sihlquai 87, 8005 Zurich, invitation only ([info@modesuisse.com](mailto:info@modesuisse.com)). With After Work Studio (Basel), Amorphose (Lugano), Forbidden Denimeries (Geneva), Jacqueline Loekito (Basel), Julia Heuer (Stuttgart), MADE VISIBLE® x Archives™ (Geneva), Mourjian (Zurich, Beirut, Mykonos), Nina Yuun (Basel, Seoul) as well as the students of HEAD – Geneva and the Institute of Fashion Design from HGK FHNW (Basel).

An exclusive preview for the media and buyers will take place at 1:00 pm during the final rehearsal. This will be followed by a light lunch. For purchasing, pre-orders and shopping, the showroom is open to all from 9:00 pm after the runway shows.

**ZURICH – SÉLECTION MODE SUISSE CHEZ NATIONAL MUSEUM ZURICH & TALKS/WORKSHOPS / 1 SEPTEMBER 2019, FROM 9:30 AM**

At 9:30 am, Mode Suisse invites to the official launch of the 5th unisex Le Shirt – Les Archives au Goût du Jour ZSIG, this year created by Lilla Wicki/Monochrome Studio as part of the Sélection Mode Suisse, at the National Museum Zurich (Museumstrasse 2, 8001 Zürich). This will be followed by the 6th TALKS/workshops presented by Lela Scherrer on the topic of «Swiss and international supporting structures and organisations for independent fashion designers».

**ZURICH – FASHION SHOW JULIAN ZIGERLI / 1 SEPTEMBER 2019, APPROX. 5:00 PM (tbc), GREULICH DESIGN & LIFESTYLE HOTEL**

Julian Zigerli presents his latest collection at the Greulich Design & Lifestyle Hotel, Herman-Greulich-Strasse 56, 8004 Zürich.

**NEW YORK – SWISS TOUCH PRESENTS: MODE SUISSE AT NEW YORK FASHION WEEK / 9 SEPTEMBER 2019, FROM APPROX. 1:00 PM (tbc)**

In close collaboration with the Swiss consulate > showroom, PR, presentation and cocktail events during New York Fashion week at USM, 28 Greene Street, New York, NY 10013, USA. With Forbidden Denimeries, Julia Heuer, Julian Zigerli, Vanessa Schindler and YVY. Invitations/RSVP: [info@modesuisse.com](mailto:info@modesuisse.com).

**PARIS – DACH SHOWROOM / 27–30 SEPTEMBER 2019**

DACH Showroom, 18, rue Perrée, 75003 Paris. With After Work Studio, Amorphose, Julia Heuer, Julian Zigerli and Nina Yuun. For details, dates and the final line up (there's more to come!) see [dachshowroom.com](http://dachshowroom.com).

## **GENEVA – EDITION 16 SUISSE ROMANDE, APPROX. 8 NOVEMBER 2019 – DETAILS TBC**

As part of the supporting programme of the HEAD – Geneva graduation shows, Mode Suisse will organise special events. Find out more on: [modesuisse.com](http://modesuisse.com)

### **ONLINE – E-SHOP MODE SUISSE @ MOORIS.CH**

From 26 August, selected items will once again be available via the online shop Mooris.

### **PARTNER MODE SUISSE EDITION 16**

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

**Edition Partner** MADE VISIBLE®

**Car Partner** Mercedes-Benz Schweiz AG

**Makeup Partner** M·A·C Cosmetics

**Watch Partner** Maurice Lacroix

**Hair Partners** dyson x Charles Aellen Company

**Hotel Partner** Renaissance Zurich Tower Hotel

**Additional Supporters** Amt für Wirtschaft und Arbeit Kanton Zürich – Standortförderung, evian, 25hours Hotel Zürich West, Yannick Aellen

**Project Partners NYC** Consulate General of Switzerland in New York, Swiss Business Hub USA, USM Modular Furniture

**Campaign Partner** ECAL/Ecole cantonale d'art de Lausanne

**Friendly Partnership** Design Biennale Zürich, Photobastei

### **CONTACT MODE SUISSE EDITION 16 AND NEXT DATES**

For the latest news from Mode Suisse, visit our website [modesuisse.com](http://modesuisse.com) and follow us on Instagram @modesuisse and Facebook @ModeSuisseOfficial:

#ModeSuisse16 #ModeSuisse #EngagementMigros #ZurichSilkAssociationZSIG  
#HuldaGustavZumstegFoundation #ProHelvetia #MadeVisible

Upcoming Mode Suisse dates: Mode Suisse Edition 17 from end January/beginning February 2020

For media inquiries and photo material including campaigns, please contact: Lucy Tallo, Mode Suisse: [press@modesuisse.com](mailto:press@modesuisse.com), +41 79 393 42 66