

Zurich, 7 February 2020



MODE SUISSE EDITION 17 – ZURICH, PARIS

January-April 2020

For the 17th time, on March 9, 2020, Mode Suisse will present the défilés of carefully selected Swiss fashion designers at Zurich’s main station, Zürich HB. Not only collections of labels such as AWS, Garnison, LIDA NOBA, MOURJJAN and Rafael Kouto should persuade the media, buyers and customers: In a friendly partnership, the students of the Swiss Textile & Fashion Institute STF will present their latest project in the early evening. One week earlier, during Women’s Fashion Week Paris, Mode Suisse is going to present Swiss labels to the international fashion scene for the sixth time at the DACH showroom. The 17th edition of Mode Suisse will be rounded off with the “Fashion Open Studio” at the end of April. This collaborative partnership between Mode Suisse and Fashion Revolution Week 2020 will give five to six fashion designers the opportunity to present their sustainable designs.

The 17th edition of Mode Suisse will take place in the heart of Zurich, on Monday, March 9. At the central hub of the Swiss train network, emerging and established designers from Ticino to Geneva will present their latest collections. This exclusive catwalk of the Swiss fashion scene will not only attract the top names from the Swiss and European media and the world of fashion – it will also encourage the daily 400,000+ travelers that pass through this location to take a moment to pause and watch. True to the concept of Mode Suisse, which supports fashion students and designers in their creative process and in reaching end consumers, the big hall of the Zurich’s main station offers a unique level of openness. From the very beginning, one of Mode Suisse’s central concerns has been the dialogue with the public, which visibly comes to light by using the station hall. Only when both, buyers and consumers become aware of the pieces of up-and-coming designers, a label is able to gain a foothold, regardless of the clear promising talent.

In addition to amorphose (Lugano), MOURJJAN (Zurich/Beirut/Klostern), Rafael Kouto (Losone/Zurich), Garnison (Porrentruy), AWS (Basel), Tara Mabilia and Claire Lefebvre — both students of HEAD – Geneva, the talents newly selected by the expert jury include aporeei (Geneva), KLAESI HOLDENER x SOL SOL ITO (Berlin and Zurich respectively) and NOMADISSEM (Schaffhausen). LIDA NOBA (Zurich/Tehran) is returning to the Mode Suisse catwalk after successfully completing her master’s degree at the Institute Mode-Design HGK FHNW in Basel. As usual, the buyers have the opportunity to get to know the participating designers and their current collections in the adjacent showroom. The public shopping facilities of Mode Suisse also offer the opportunity to shop directly before and after the show.

Also, we are pleased to inform that well-known Swiss designer Julian Zigerli, an avid companion of Mode Suisse, is launching his 2020 spring/summer collection in his flagship store in Zurich’s Niederdorf on March 7.

From the set-up to the first rehearsals and the main show in the evening, travelers passing through the concourse of Zurich's main station will be drawn into the world of Swiss fashion. Integrated into the day's programme, the work of STF-students is showcased with their project «Urban Survival – How to Survive on the Move». This friendly partnership brings the designs of Mode Suisse's 17th edition and the fashion concepts of STF-students together onto a shared catwalk. Through their cooperation, Mode Suisse and STF reflect an emerging consciousness that combines fashion with the demands of sustainable show production and enables their labels and students alike to make an impactful appearance.

A week earlier in the middle of the Marais district, Mode Suisse shows the autumn/winter 20/21 collections of AWS, Julia Heuer, NOMADISSEM, visual society.ch (formerly Archives™), WORN and YVY to an international fashion audience for the sixth time during Women's Fashion Week Paris at the DACH showroom. This follows the AWS20/21-premiere of AWS and COLLECTIVE SWALLOW, which were showcased with a smaller selection during Men's Fashion Week in January.

The 17th edition is rounded off by «Mode Suisse chez Fashion Revolution Week 2020». In the week from April 20 to 26, Mode Suisse will be a guest at Fashion Revolution Switzerland as part of the "Fashion Open Studio". This friendly partnership enables 5-6 fashion designers to present their sustainable designs.

Once again, Mode Suisse would like to thank its main partners – Engagement Migros, the Zurich Silk Association ZSIG, the Hulda and Gustav Zumsteg Foundation and the Swiss Arts Council Pro Helvetia, whose generous support has made Edition 17 possible. Mode Suisse would also like to thank the partner to this 17th edition, STF, their beauty partners M-A-C Cosmetics and dyson with Charles Aellen Company, brandnew official hotel partner 25hours hotel as well as all other partners for their support.

ZURICH – SHOWS, SHOWROOM & SHOP

Monday, 9 March 2020

Zurich main station, Wannerhalle, 8001 Zurich

Show 8.00 p.m., invitations available from info@modesuisse.com.

Standings open to the public!

Showroom by appointment for buyers and direct clients from 2.00 – 10.00 p.m.;
open to the public from 9.00 to 10.00 p.m.

Mode Suisse shop is open to the public from 11.30 a.m. to 10.00 p.m.

The new collections of amorphose (Lugano), AWS (Basel), MOURJJAN (Zurich/Beirut/Klostern), aporeei (newly selected by the jury this year, Geneva), KLAESI HOLDENER x SOL SOL ITO (Holdener newly selected by the jury this year, Berlin, SOL SOL ITO Zurich), LIDA NOBA (Zurich/Tehran), NOMADISSEM (newly selected by the jury this year, Schaffhausen), Rafael Kouto (Losone/Paris), Garrison (Porrentruy) and students from the HEAD – Geneva will be showing on the catwalk this spring.

In a friendly partnership with STF, students will be presenting project «Urban Survival – How to Survive on the Move» on the catwalk from 6.00 p.m. Tickets via stf.ch/fashionshow and information via mediarelations@stf.ch

ZURICH – Launch of the JULIAN ZIGERLI spring/summer collection

Saturday, 7 March 2020

Rindermarkt 14, 8001 Zurich

Open to the public from 3.00 p.m. to 6.00 p.m.

Julian Zigerli will be launching his 2020 spring/summer collection at his flagship store in Zurich's Niederdorf district.

PARIS – DACH SHOWROOM

Friday, 28 February to Monday, 2 March 2020

DACH Showroom, 18, rue Perrée, 75003 Paris

RSVP info@modesuisse.com

Mode Suisse will be representing Swiss designers at the Women's Fashion Week Paris for the sixth time. This season, AWS, Julia Heuer, NOMADISSEM, visualsociety.ch, WORN and YVY will be showcased at the DACH Showroom. The DACH Showroom is held in association with the Austrian Fashion Association AFA and Berlin Showroom. Further information can be found online by visiting www.dachshowroom.com

THE MODE SUISSE EDITION 17 JURY

Mode Suisse would like to thank the jury for their ongoing support and keen eye for detail: Claudia Desax (Opia, Zurich), Corinne Grüter (Set&Sekt, Basel), Daniella Gurtner (fashion director, Munich), Philipp Junker (stylist, Zurich), Sabina Hanselmann-Diethelm (Style and Bolero magazines, Zurich), Tary & Taya Sawiris (Tasoni, Zurich) and Yannick Aellen (Mode Suisse, Zurich).

THE EDITION 17 CAMPAIGN

For the campaign of the 17th edition NERVES worked with a photograph by Iouri Podladtchikov, under the creative direction of Yannick Aellen.

PARTNERS MODE SUISSE EDITION 17

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

Edition Partner STF (Swiss Textile College)

Make-up Partner M.A.C Cosmetics

Hair Partners dyson, Charles Aellen Company

Hotel Partner 25hours Hotel

Additional Supporters Amt für Wirtschaft und Arbeit Kanton Zürich – Standortförderung, evian, Freitag, Peroni, HAY, ShopVille Zurich main station, swisstulle and Yannick Aellen

Friendly Partnership Fashion Revolution Switzerland

CONTACT MODE SUISSE EDITION 17 AND FORTHCOMING DATES

For the latest information about Mode Suisse, please go to modesuisse.com and follow us on Instagram @modesuisse and Facebook @ModeSuisseOfficial:
#ModeSuisse17 #ModeSuisse #EngagementMigros #ZurichSilkAssociationZSIG
#HuldaGustavZumstegFoundation #ProHelvetia

Forthcoming Mode Suisse dates:

MODE SUISSE chez Fashion Revolution Week 2020, 20 to 26 April 2020
(www.fashionrevolution.ch)

The 18th edition of MODE SUISSE: from August/September 2020

For media enquiries and image material including the campaign, please contact Lucy Tallo, press@modesuisse.com +41(0)79 393 42 66,