

Zürich, 7. September 2020



First print-quality show pictures are now available for download from «Media»
<https://www.modesuisse.com/edition18-zurich.html>
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MODE SUISSE EDITION 18

Mode Suisse fired up its 18th edition on Monday evening within the industrial architecture of Lessingstrasse 15 – VN Residency. Following an adjusted program, 10 promising Swiss brands were shown in an intimate setting. By going ahead with the event, Mode Suisse demonstrated its unstinting dedication to the active promotion of Swiss designers during these challenging times of COVID-19.

The 2020 autumn edition was arranged in small presentations on a short runway in addition to the showrooms and shops. Klaesi Holdener (Zürich, Berlin) presented a capsule collection called “Dreamerz”, comprising floaty pyjamas, shirt dresses and kimonos, while Florian Holdener’s collaboration with revolutionary eyewear-label SOL SOL ITO (Zurich) added that extra twist. Luka Maurer of Garnison (Porrentruy) characteristically played with gender expectations, aiming to define new codes while still respecting the established rules of menswear, paying tribute to an adapted runway rhythm by releasing one look per month. NOMADISSEM’s (Schaffhausen) third collection took a sustainable approach to designs inspired by the contrast with nature’s power and the elegance of open water sailing.

HEAD – Genève alumni ak lebinôme presented their first gender fluid collection consisting of manipulated images from personal memories printed on bold textiles. MOURJJAN (Zurich, Beirut, Klosters) teamed up with Vanto (Biel) once again to create an accessories collection oozing with self-confidence designed to reset mind and spirit, entitled “Reimagine. Reset. Reinvent.”. In stark contrast, the visual language conveyed by Giancarlo Bello of amorphose (Lugano) was a declaration of the label’s passion with a capsule collection simply named, “I love you”, which translated into an exquisite aesthetic reminiscent of Bello’s couture roots. NINA YUUN’s (Burgdorf) designs were also dedicated to love. Yuun’s baby son Bada (meaning ‘sea’ in Korean) provided the inspiration for a collection that offered clothes for strong, independent women who are also kind and gentle.

Luca Xavier Tanner (Zurich), a newcomer to the Mode Suisse family, created a collection about transparency and sculptural elements. By using see-through textiles, Tanner’s designs explored the ‘interchanging game of body and garment’ and the

relationship between space and humans. And in another first for Mode Suisse, home textile brand Studio 5 (Bern) debuted in the showroom — former Blackpool-based designer and long-time friend of Mode Suisse, Irène Mürger together with Thomas Escher, presented pillows and rugs ‘inspired by nature’s dynamic colours and organic shapes’, manufactured in Nepal, Switzerland, Italy and Belgium. New label, KDH1932 (Thun), was launched by Kandahar, Mode Suisse’ new footwear partner, in a modern take on the traditional shoe brand.

Guests in attendance included: Taya & Tary Sawiris (Tasoni), Thibaud Guyonnet (Voo Store Berlin), Corinne Grüter (jury member & buyer, SET&SEKT, Basel), Yvonne Reichmuth (YVY), Alexis Schwarzenbach (Zürcherische Seidenindustrie Gesellschaft (ZSIG), Helen Muggli (Pro Helvetia), Jeroen Van Rooijen and textile legend Martin Leuthold. Models Manuela Frey, Timo Baumann, Tamy Glauser and Sojourner Morrell, and many more, were selected by Yannick Aellen and his Mode Suisse core team: Ejra Sunna, Lina Eisenhut, Myrta Holinger and Justin E. Brooks.

Once again, Edition 18 is held with thanks to the generous patronage of our partners: Engagement Migros, Zürcherische Seidenindustrie Gesellschaft ZSIG, Hulda and Gustav Zumsteg Foundation and Swiss Arts Council Pro Helvetia. Mode Suisse is very pleased to introduce new footwear partner, Kandahar, and would like to thank all partners and supporters, including new additional supporter Grand Marnier and friendly partner femelle.

CONTACT MODE SUISSE EDITION 18 AND FORTHCOMING DATES

For the latest information about Mode Suisse, please go to modesuisse.com and follow us on Instagram @[modesuisse](https://www.instagram.com/modesuisse) and Facebook @[ModeSuisseOfficial](https://www.facebook.com/ModeSuisseOfficial):
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Mode Suisse Edition 19 main events will be conducted from February 2021. The exhibition “Wild Thing – Modeszene Schweiz” will be running at the Museum für Gestaltung from 11 December 2020 till 11 April 2021.

For media enquiries and high-resolution images including the campaign, please contact Yannick Aellen, press@modesuisse.com, +41 76 302 37 00.