

August 13, 2021, Zurich



MODE SUISSE EDITION 20 – ZURICH, GENEVA, ONLINE

August till November 2021

Mode Suisse celebrates its 20th edition on 30th August 2021, at Halle D in Zurich-Altstetten, with the latest collections of selected fashion labels. Following three pandemic-related intimate editions, the Swiss designs will be presented to the fashion cognoscenti in an almost familiar manner. In September, the edition's retail channels will continue with Sélection Mode Suisse chez Jelmoli as a pop-up shop at the Zurich department store and online at DACH Showroom (B2B). Designs from the project Le Shirt - Les Archives au Goût du Jour, implemented with the Zurich Silk Association ZSIG, will also be available at Laufmeter's online shop until the end of the year. The 20th edition also marks the end of five years of partnership with Migros Pioneer Fund, The Zurich Silk Association ZSIG, The Hulda and Gustav Zumsteg Foundation and Swiss Arts Council Pro Helvetia – a moving moment, but also one that allows Mode Suisse to look to the future with strength.

Mode Suisse has been promoting Swiss fashion design with verve for over ten years. We think this is a good reason to celebrate and don a flower crown for a fitting anniversary campaign. None other than celebrated Swiss artist and photographer Walter Pfeiffer was enlisted to shoot the exclusive content together with the Mode Suisse team. The colorful and radiant campaign perfectly reflects the lively and familiar mood of the 20th anniversary edition, under an umbrella of friendship and mutual support.

The line-up for the main event on 30th August in Zurich-Altstetten welcomes: amorphose, F+F Modedesign Zurich with Besime Sasivari, VNIC Leonardo, Vladislav Rügger, MOURJJAN x Ginny Litscher, Nina Yuun x Leonie Risch, NOMADISSEM, LIDA NOBA, Luca Xavier Tanner (showroom only), Volans x SOL SOL ITO, HEAD – Genève with Sarah Bounab, Céline Schmid, Lou Chartres (showroom only) and Jacqueline Loekito x Tobias Gutmann. As well as on the runway, friends of Mode Suisse will also return behind the scenes for the special 20th edition: the legendary label enSoie has designed outfits specially for the backstage team and MOURJJAN, together with Vanto, has created special shirts for the Grand Marnier bartenders.

Since Mode Suisse was founded over ten years ago, it has become the most diverse platform within the Swiss fashion scene. Thereby, the support of sales channels has always been a matter of the heart. This is why the showroom will once again be offering the opportunity to buy the latest collections and to meet the participating designers in person. Young Zurich label Casella Meyer will also appear with a special performance during the event.

Fashion lovers can once again enjoy a curated assortment of clothing, design and fragrance, when the successful pop-up store Sélection Mode Suisse chez Jelmoli returns to the renowned Zurich department store for a second round on 3rd September. Exhilarating designs from the Le Shirt - Les Archives au Goût du Jour project, with the Zurich Silk Association ZSIG, are now available online until the end of 2021 at Sélection Mode Suisse chez Laufmeter.

On 4th September our long-term friend Julian Zigerli will present his latest collection Julian Zigerli x Shirana Shahbazi in the middle of Zurich's Hard Quarter.

Due to the unpredictable development of the pandemic, and following consultation with the DACH co-founders AFA – Austrian Fashion Association and Berlin Showroom, the Swiss line-up at the DACH-Showroom Paris, Luca Xavier Tanner, aporeei, Volans and the debut of YAN JIANG STUDIO, will be presented online only.

We would like to thank the generous patronage of our current partners Migros Pioneer Fond, The Zurich Silk Association ZSIG, The Hulda and Gustav Zumsteg Foundation and Swiss Arts Council Pro Helvetia one last time for the realisation of our 20th edition. For five years, the four main partners of Mode Suisse have made it possible to promote Swiss fashion intensely.

As Mode Suisse says farewell to part of its sponsorship, it already welcomes new partners. Miele, an edition partner for the first time, will operate sustainably with its premium household appliances in the backstage. Furthermore, the D.E.S.I.G.N. Foundation allows up to five labels to participate free of charge in Mode Suisse Edition 20. We are also delighted to announce the new addition of French skincare label Caudalie and the Swiss eyewear manufacturer VIU Eyewear. Mode Suisse would also like to thank all other partnerships and supporters, including additional supporters Grand Marnier and evian as well as special media collaborator annabelle magazine.

In the words of designer Claudia Zuber, we say “Hell yes! Mode Suisse is important“ and hope you are on board to celebrate our anniversary!

Your Mode Suisse team

ZURICH - SHOW, SHOWROOM & SHOP

Monday, 30th August 2021

Halle D, Hohlstrasse 400, 8048 Zurich

Show 1 at 18:30, Show 2 at 20:30 (by invitation info@modesuisse.com)

Due to safety regulations, the défilés by [amorphose](#), [F + F Modedesign Zürich](#) ([Besime Sasivari](#), [VNIC Leonardo](#), [Vladislav Rüegger](#)), [MOURJJAN](#) x [Ginny Litscher](#), [Nina Yuun](#) x [Leonie Risch](#), and [Jacqueline Loekito](#) x [Tobias Gutmann](#) will be shown in two identical shows at 6:30 p.m. & 8:30 p.m. Showroom only will be [Luca Xavier Tanner](#) and [Lou Chartres](#), [HEAD – Genève](#). In addition, [Casella Meyer](#) will hold a special performance.

SÉLECTION MODE SUISSE CHEZ JELMOLI

Friday, 3rd September–Saturday, 2nd October 2021

2nd floor, Seidengasse 1, 8001 Zurich

The successful pop-up store *Sélection Mode Suisse chez Jelmoli* commences 3rd September. If still possible, small events will be held in the pop-up store. Further information to follow shortly on modesuisse.com

ZURICH – JULIAN ZIGERLI x SHIRANA SHAHBAZI

Saturday, 4th September 2021

Hard Quartier, 8004 Zurich

Show 18:00

[Julian Zigerli](#) presents his latest designs from the Hard collection in the Zurich quarter of the same name. The show, conceived with photographer [Shirana Shahbazi](#), is open to the public.

GENEVA – PRESENTATIONS, SHOP & SHOWROOM

Thursday, 25th November–Saturday, 27th November 2021, tbc!

RSVP info@modesuisse.com

[Mode Suisse](#) organizes special events as part of the [HEAD – Genève](#) closing program. More information to follow shortly at: modesuisse.com.

PARIS – DACH SHOWROOM ONLINE

DACH showroom online at dachshowroom.com and modesuisse.com

Collections by [Luca Xavier Tanner](#), [LEONIE RISCH](#), [Volans](#), [YAN JIANG STUDIO](#) and [aporeei](#) can be seen exclusively in the virtual B2B [DACH Showroom](#). Further information at: dachshowroom.com.

SÉLECTION MODE SUISSE CHEZ LAUFMETER

Collaboration until end 2021

Selected items from our [Le Shirt - Les Archives au Goût du Jour](#) project, which we launched six years ago with the [The Zurich Silk Association ZSIG](#), are available at online shop: [Laufmeter](#).

JURY MODE SUISSE EDITION 20

The line-up of design talent is so diverse and interesting thanks to the jury's rigorous eye. [Mode Suisse](#) would like to thank the experts: [Claudia Desax](#), owner of [Opia](#) (Zurich); [Corinne Grüter](#), owner of [Set & Sekt](#) (Basel); [Daniella Gurtner](#), [Fashion Director](#) (Munich); [Jacqueline Krause-Blouin](#), editor-in-chief [annabelle](#) (Zurich); [Kim Dang](#), fashion editor at [NZZ am Sonntag](#) (Zurich); [Laurence Antiglio](#), owner of [Vestibule](#) (Zurich); [Mirjam Viloz](#), buyer of women's fashion [Jelmoli](#) (Zurich); [Tary and Taya Sawiris](#), owners [Tasoni](#) (Zurich); [Yannick Aellen](#), founder and director of [Mode Suisse](#) (Zurich).

PARTNER MODE SUISSE EDITION 20

Main Partners [Migros Pioneer Fund](#), [The Zurich Silk Association ZSIG](#), [The Hulda and Gustav Zumsteg Foundation](#) and [Swiss Arts Council Pro Helvetia](#)

Edition Partner [Miele](#)

Makeup Partner [MAC Cosmetics](#)

Hair Partner [Charles Aellen Company](#)

Hotel Partner [25hours Hotel Zürich](#)

Additional Supporters [D.E.S.I.G.N. Foundation](#), [Caudalie](#), [VIU](#), [evian](#), [Peroni](#), [enSoie](#), [Grand Marnier](#), [Acrush](#), [Creative Zürich](#), [Yannick Aellen](#)

Friendly Partnership [Design Biennale Zurich](#), [We Talents](#)

Special Media Collaboration [annabelle](#)

CAMPAIGN EDITION 20

For the 20th edition, [Yannick Aellen](#), creative director of [Mode Suisse](#), is happy to have secured [Walter Pfeiffer](#) for the anniversary-campaign following many years of collaboration. [NERVES](#) was once more on board to graphically put the photographed flower crown in the right light.

CONTACT MODE SUISSE EDITION 20

For the latest information about [Mode Suisse](#), please go to: modesuisse.com and follow us on Instagram: [@modesuisse](#) and Facebook: [@ModeSuisseOfficial](#): [#ModeSuisse20](#) [#ModeSuisse](#) [#MigrosPionierfonds](#) [#ZurichSilkAssociationZSIG](#) [#HuldaGustavZumstegFoundation](#) [#ProHelvetia](#)

For enquiries and high-resolution images, including the campaign, please contact: [Yannick Aellen](#), press@modesuisse.com, +41 79 963 34 56