



APPLICATION REQUIREMENTS MODE SUISSE & FRIENDS 2023 + MIELE X MODE SUISSE AWARD FOR POSITIVE IMPACT

Edition 2023, September 4th, 2023

> Application-Deadline: May 22nd, 2023

Thank you for your interest in Mode Suisse & Friends – and the Miele x Mode Suisse Award for Positive Impact, potentially.

Since edition 9, Mode Suisse participants are selected by a jury of renowned fashion experts. In order to facilitate the jury's work, please make sure that your portfolio contains everything that is required.

PORTFOLIO CONTENT

1. Short text about label/designer, its drive and raison d'être
2. CV/résumé in English
3. Points of sale/stockist list
4. Preview of the forthcoming collection: Concept, inspiration, material, images, sketches
5. Lookbook images of 2 – 3 previous collections, if available
6. If available, a few interesting press clippings and/or show pictures
7. Voluntary, if interested in the Miele x Mode Suisse Award for Positive Impact, see below: Extract about what makes your work/brand sustainable according to at least one of the UN's 17 Sustainable Development Goals (sdgs.un.org/goals)

FORMAT

- PDF
- A4 landscape format (150dpi should be enough)
- 15-20 pages max.
- All text in English please

JURY

The applicants will get the chance to briefly meet the jury (modesuisse.com/jury.html) and present their work beginning of June, in Zurich. Date and timing are tbc.

MIELE X MODE SUISSE AWARD FOR POSITIVE IMPACT

In alignment with the United Nation's 17 Sustainable Development Goals, Miele x Mode Suisse for Positive Impact annually honors an outstanding design talent that sets positive impulses in the fashion industry.

COSTS

Final show & showroom participation costs will be confirmed with a positive outcome of the jury procedure but shall be fixed at maximum CHF 2'000.– + VAT for the official lineup „Sélection“. Participants who meet the criteria of the D.E.S.I.G.N. Foundation will very likely be supported by them. Further information will follow along the process.

The participation-costs for the „Friends“-Format (Mode Suisse & Friends) start at CHF 3'500.– for clearly small, independent brands and are tbd between the participant and Mode Suisse for medium to large businesses.

The participation costs of the 2023 winner of the Miele x Mode Suisse Award for Positive Impact will be covered by Miele Switzerland/Mode Suisse. In addition, the winner will benefit from the following:

- Award money of CHF 10'000.–
- Media Coverage through Miele and Mode Suisse communication measurements

Please send your portfolio or any request/question you might have to:
info@modesuisse.com + production@modesuisse.com +
production2@modesuisse.com

Thank you!