

PRESS RELEASE



MODE SUISSE EDITION 8 (KICK-OFF) – EXPO MILANO

Tuesday, 30th June 2015, by invitation from Zurich, in the Swiss pavilion of the Universal Exhibition Expo Milano 2015

SHOW 1, 5pm, open to the public

With Adrian Reber, enSoie, Julian Zigerli, Niria Frey, Steinrohner, YVY

SHOW 2, 6.30pm, open to the public

With Adrian Reber, enSoie, Julian Zigerli, Niria Frey, Steinrohner, YVY

Followed by a cocktail (by invitation only)

Following an invitation from the City and Canton of Zurich and Zurich Tourism, Mode Suisse, supported by Pro Helvetia, will be showcasing Swiss fashion at the Universal Exhibition Expo Milano 2015, thereby launching Edition 8 of this successful fashion platform.

Since its inception, and supported by Engagement Migros since 2012, Mode Suisse has focused on presenting, connecting and promoting up-and-coming as well as established Swiss fashion designers in Switzerland and abroad. To this end, Mode Suisse initiates and supports projects that help give designers access to the media, the textile industry and potential customers.

The Milano fashion show will feature celebrated fashion designer Julian Zigerli who is going to showcase his latest men's 2016 Spring/Summer collection, as will Adrian Reber, Head of Design Knitwear at Hugo Boss, with his own label.

Exciting women's Spring/Summer 2016 collections will be presented by Berlin and Zurich-based fashion label Steinrohner, young designer Niria Frey who was recently promoted by Swiss Textiles with a fabric voucher award, the fabulous Zurich family label enSoie, and the *must-have* accessory label YVY, which is going to participate in Mode Suisse for the first time.

Mode Suisse and Zurich are very much looking forward to Expo Milano 2015 and the opportunity to strengthen existing relations, to build new ones and to make Swiss fashion more widely known beyond national borders. In addition, the Mode Suisse concept and the selected fashion designers' collections represent Switzerland, most notably Zurich, as a modern, design-oriented, open and surprising place.

Please do not hesitate to contact us for further information or if you have any questions. We are truly looking forward to an exciting kick-off of Edition 8 in Milano; furthermore, this season, Mode Suisse will be held in Zurich on 2nd September, in Beijing on 14th September and, finally, the main edition in Geneva (in autumn 2015, date TBC).

Yours sincerely,

Yannick Aellen and the Mode Suisse team

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