

**MEDIA RELEASE**  
Zurich, 30 July 2018



## **MODE SUISSE EDITION 14 – ZURICH, GENEVA, PARIS**

**From August through to October, Mode Suisse Edition 14 will present the following highlights: Shows and Showroom on Monday, 3 September 2018 in Zurich; “Sélection Mode Suisse” chez enSoie in Zurich and with SEPTIEME ETAGE in Geneva; the 5<sup>th</sup> edition of TALKS/workshops; the DACH Showroom during Paris Fashion Week; as well as the 4<sup>th</sup> edition of “Le Shirt” in co-operation with The Zurich Silk Association ZSIG and Ottolinger.**

Mode Suisse offers both young and already established fashion designers who have a connection to Switzerland a platform to present their new collections to a national and international audience of experts and fashion aficionados. In addition to **COLLECTIVE SWALLOW, Julia Heuer, Julia Seemann, Julian Zigerli** (Showroom only; own fashion show on 1 Sept.), **Mourjjan, Vanessa Schindler, WEER feat. SOL SOL ITO, YVY** and students of **HEAD – Geneva** and **HGK FHNW Basel Institut Mode-Design**, this year’s autumn edition will be complemented by collections from **Jacqueline Loekito** and **Nina Yuun**, making their first appearances at Mode Suisse.

In addition to the Shows, creations of selected designers will be presented, and later offered for sale, with SEPTIEME ETAGE in Geneva to be followed by enSoie in Zurich. “The pop-up shops are another sales channel we can offer to the designers. We would also like to support the labels in expanding their network and promoting mutual exchange,” say Yannick Aellen and Nicolas Eberhart, the promoters of Mode Suisse.

This year, the Mode Suisse TALKS/workshops series will be devoted to the question of how to achieve and secure long-term success for an independent label. The panel debate among designers and experts is to take place at Schweizerische Textilfachschule STF, in Zurich on 4 September. The debate is open to the public.

Ottolinger is an independent Swiss label likely to be on its way to breakthrough. Within the scope of Mode Suisse Edition 14, Christa Bösch and Cosima Gadiant have created the 4<sup>th</sup> “Le Shirt” for ZSIG as a variation on the theme of “upcycling”. To this end, ZSIG granted access to its archives, making available designs and fabrics of the past to the fashion designers. The eleven unisex patchwork shirts created in this process will be available in the pop-up shops as well as online at Mooris.ch.

Within the scope of the Paris Women’s Fashion Week, Mode Suisse will join the Austrian Fashion Association AFA and Berlin Showroom in welcoming an international fashion audience to the DACH Showroom for the third time. The Swiss line-up is: **After Work Studio, Jacqueline Loekito, Julia Heuer, Julian Zigerli, Nina Yuun, Rafael Kouto** and **YVY**.

Edition 14 is made possible again thanks to the generous patronage of our partners **Engagement Migros, The Zurich Silk Association ZSIG, The Hulda and Gustav Zumsteg Foundation**, and **Swiss Arts Council Pro Helvetia**.

## **ZURICH**

### **SHOWS & SHOWROOM**

**Monday, 3 September 2018**

Museum für Gestaltung Zürich, Ausstellungsstrasse 60

Doors opening 5pm, by invitation only (info@modesuisse.com)

Line-up: COLLECTIVE SWALLOW, HEAD – Geneva, HGK FHNW Basel Institut

Mode-Design, Jacqueline Loekito, Julia Heuer, Julia Seemann, Julian Zigerli (Showroom only),

Mourjjan, Nina Yuun, Vanessa Schindler, WEER feat. SOL SOL ITO, YVY

### **TALKS/WORKSHOPS**

**Tuesday, 4 September 2018**

Schweizerische Textilfachschule STF, Hallwylstrasse 71, 8004 Zurich

Beginning 9.30am

Subject: How can independent designers/fashion labels become and stay successful in the long term?

Moderated by: Lela Scherrer

Bookings and tickets: Admission to the Mode Suisse TALKS/workshops is free of charge. Due to limited seating capacity, early booking is requested: info@modesuisse.com

### **SÉLECTION MODE SUISSE CHEZ ENSOIE**

**Thursday 30 August – Saturday, 8 September 2018**

Opening: Wednesday, 29 August, 6 – 9pm, with 20 Minuten Friday, Peroni and evian

Address: enSoie, Strehlgasse 26, 8001 Zurich

Opening hours: Monday through Friday, 9am – 7pm; Saturday, 10am – 6pm

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## **GENEVA**

### **SÉLECTION MODE SUISSE AVEC SEPTIÈME ÉTAGE**

**Friday, 17 August – Saturday, 1 September 2018**

Opening: incl. Face-o-mat by Tobias Gutmann: Thursday, 16 August, 6 – 9pm, with Peroni and evian

Special: Late Night Fashion Library, Thursday, 30 August until 9pm

Address: Librairie de l'Île, Place de l'Île 1, 1204 Geneva

Opening hours: Monday through Friday, 11am – 7pm; Saturday, 11am – 6pm

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## **PARIS**

### **DACH SHOWROOM**

**Friday, 28 September – Tuesday, 2 October 2018**

Opening cocktail reception: Friday, 28 September, 7 – 10pm

Address: 18, rue Perrée, 75003 Paris

Opening hours: 10am – 7pm

dachshowroom.com

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## **ONLINE SHOP**

### **MODE SUISSE DESIGNER E-SHOP @ MOORIS.CH**

Currently carrying a *sélection d'été*, with an update on Edition 14 as of 3 September.

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## **MODE SUISSE EDITION 14 PARTNERS**

### **Main Partners**

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

**Car Partner** Mercedes-Benz Switzerland

**Make-up Partner** M·A·C Cosmetics

**Hair Partner** Charles Aellen Company

**Hotel Partner** Renaissance Zurich Tower Hotel

**Additional Supporters** Creative Zürich/Amt für Wirtschaft und Arbeit Kanton Zürich – Standortförderung, 25h Hotel Zurich/Langstrasse and Yannick Aellen

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## **CONTACT MODE SUISSE EDITION 14 AND UPCOMING DATES**

For latest updates on Mode Suisse, visit [modesuisse.com](http://modesuisse.com) and follow us at Instagram @modesuisse and Facebook @ModeSuisseOfficial: #ModeSuisse14 #ModeSuisse #EngagementMigros #ZurichSilkAssociationZSIG #HuldaGustavZumstegFoundation #ProHelvetia

Future Mode Suisse dates:

4 February 2019 – Edition 15, Zurich

For media requests and pictures including key visual (photographer: Florian Joye/Novembre; Art Direction: Lukas Mettler), please contact:

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