

PRESS RELEASE



MODE SUISSE EDITION 10 – ZURICH

September 1 – 25, 2016 > Shows, Pop-up store, exhibitions & talks/workshop

Fashion events in Switzerland come and go. Mode Suisse, however, is here to stay and remain at sustainable continuity. The platform initiated by Yannick Aellen in 2011, and supported by Engagement Migros since 2012, is going to celebrate its 10th edition.

For five years, Mode Suisse has been providing a full overview of how the most significant contemporary Swiss fashion designers are developing. Well-known labels such as enSoie, Julian Zigerli, Adrian Reber and huber egloff are going to meet with ambitious newcomers such as Julia Seemann and YVY.

For its anniversary edition, Mode Suisse is returning to Puls 5, the former foundry building in Zurich-West on September 5.

Apart from its *sélection officielle* featuring BLANK ETIQUETTE by Tosca Wyss, Claudia Zuber, IAHA!, LYN Lingerie and Steinrohner, among others, Edition 10 will be supplemented by a show entitled *L'autre Regard*, a combination of collections by HEAD – Genève, labels DYL, La Cri, Lida Noba, Mourjjan and more to come.

And there is yet another treat Mode Suisse is holding in store: While access so far was limited to an audience of invited experts only, the fashion shows are now opening to interested parties without professional ties to the industry for the first time. Simply send a quick e-mail to info@modesuisse.com and, with a bit of luck, you will receive a personal invitation.

The Pop-up store, launched successfully at the previous edition, will again present the latest collections of Mode Suisse designers: It is at legendary Vestibule, St. Peterstrasse 20, Zurich, that the desirable ready-to-wear will this season be available for sale.

How significant Mode Suisse has come to be is also reflected by the composition of the *sélection officielle* jury that apart from Swiss fashion professionals such as Silvia Binggeli, Christina Duss, Sabina Hanselmann-Diethelm, Jeroen van Rooijen and Claudia Desax, also includes international names, i.e. Anders Sølvsten Thomsen and Robb Young.

Photobastei at Sihlquai Zurich will host some of Mode Suisse's highly exciting supporting programme, amongst others featuring *Fashion For Everyone*, a photo and video project by Christa de Carouge, Julian Zigerli, Jonas Hegi, Werkheim Uster, Yannick Aellen and others. Full information on the vernissage, auctions, the third Mode Suisse talks/workshops and the entire supporting programme to be announced shortly.

Mode Suisse receives generous support from Engagement Migros, a development fund of the Migros Group, as well as ZSIG – The Zurich Silk Association. On occasion of Edition 10, the second T-shirt of the *Les Archives au Goût du Jour* series will be presented in co-operation with ZSIG. This time around, the T-shirt will be designed by Julian Zigerli, whose recent fashion week activities in Paris and Berlin have been supported by *Patronat Mode Suisse* for the fourth time.

Swiss Textiles again appears as a partner this season: enSoie, huber egloff, Claudia Zuber and Tosca Wyss have each received a voucher in the amount of CHF 2,500 for exclusive fabrics from the range of products of Swiss Textiles member companies. The pieces created out of the fabrics will be presented at Mode Suisse.

Further partners are Pro Helvetia as well as creative zürich/Amt für Wirtschaft und Arbeit Kanton Zürich – Standortförderung. Our show partners are M.A.C Cosmetics and Le Bal des Créateurs with Redken, while Mercedes-Benz Switzerland has recently joined Mode Suisse as *official car supplier*.

Mode Suisse Edition 10 - SHOWS
5 September 2016, Puls 5, Zurich

For further information on Mode Suisse 10, go to www.modesuisse.com