

PRESS RELEASE



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MODE SUISSE EDITION 10 – SHOWS

Zurich, 5 September 2016

Mode Suisse Shows, Showroom and Talks

Today, Mode Suisse Edition 10 took place in the former foundry of Puls 5 in Zurich in front of an audience of some 900. The 10th anniversary of Mode Suisse, initiated by Yannick Aellen, included the show *L'autre Regard* followed by *Sélection Officielle*. Among others, these guests appeared on or off the catwalk: Nadine Strittmatter, Tamy Glauser, Vivienne Rohner, Dieter Meier, Joel Basman, Christa de Carouge, Melanie Winiger and Hedy Graber.

Concluding the evening, Julian Zigerli stirred emotions presenting his collection together with his sister Martina Zigerli and her friends from Werkheim Uster. Tatjana Meier, the Key Visuals model, David Kofel, Peter Steiner and Mathias Wehrli in a wheelchair received a thundering round of applause in jubilee show's finale.

With *L'autre Regard*, DYL, HEAD – Genève, La Cri, Lida Noba and Mourjjan highlighted the catwalk from a different angle. Established labels Adrian Reber, BLANK ETIQUETTE by Tosca Wyss, Claudia Zuber, enSoie, huber egloff, IAHA!, Julia Seemann, Julian Zigerli, LYN Lingerie, Steinrohner and YVY came into their own in *Sélection Officielle*. The soundtrack of the main show was performed by Pete Josef's fantastic British electro and soul band.

Following the defiles, the showroom hosted a gathering to discuss the pieces presented on the catwalk and to toast to the new promotion alliance with Engagement Migros, Pro Helvetia, the Hulda and Gustav Zumsteg Foundation and the Zurich Silk Association ZSIG.

The third round of TALKS on *Lobbying in Fashion continues* took place at Photobastei Zurich on 6 September. The format debated workshop with Lisa Feldmann of L'Officiel Germany, Jean Pierre Blanc, director of the Festival International de Mode et de Photographie à Hyères, Noémi Schwaller, founder of DASH Magazine, Joachim Schirmacher, creative consultant and director of the European Fashion Award FASH by SDBI.DE, designer Sabine Portenier, Mode Suisse initiator Yannick Aellen and Thomas Meyer, representing Swiss Textiles, followed by a resumé.

For further information on Mode Suisse Edition 10, please contact press@modesuisse.com

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