

PRESS RELEASE



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MODE SUISSE EDITION 11 ZÜRICH – SHOWS

February 8th, 2017, Migros Museum für Gegenwartskunst Zürich

The 11th edition of Mode Suisse, took place last night showcasing a wealth of design talent. Ruling the runway were Überflieger label Julia Seemann; Garrison's post-dandy menswear starring Louis Vuitton-exclusive Noah Brown and Zegna-boy Fallou Gueye; LYN Lingerie's luxury handmade collection soon also available at Breuninger Germany; Julian Zigerli's second showing of womenswear and the gender fluid menswear that he is known for; and Berlin-based experimentalist womenswear label studiowinkler. WUETHRICHFUERST made their much-anticipated debut.

HEAD – Genève was, once again, a highlight of the evening showcasing Masters' students Jérémy Gaillard, Flore Girard de Langlade and Vanessa Schindler - winner of the Prix d'Excellence Hans Wilsdorf - who has been selected for this year's Hyères Festival. Mode Suisse habitué, Adrian Reber, chose gold and upcycled fur for the men next season; Iran-born LIDA NOBA presented her modern-feminine take on womenswear; Zurich favourites, enSoie, had the audience craving its nonchalant style. Another eye catching moment was Vivienne Rohner, now sporting cool short hair, who strutted the catwalk laid with previously unseen carpets by Schönstaub; the show was closed with the desirable duvet coats and floaty dresses of special guest designer Dorothee Vogel.

A pre-show exclusive cocktail was attended by national and international fashion press and pros who mingled with: MADE's fashion director Ruth Gruca, singers Michael von der Heide, Lea Lu and Laskaar, Yvan Rodic aka Face Hunter, NJAL's Robert Cavell-Clarke, Schön!'s Raoul Keil, Olympic champion Iouri Podladtchikov, 032C's Miriam Leah-Hess, WWD's Melissa Drier, Migros' Hedy Graber and Mode Suisse director Yannick Aellen.

Edition 12 of Mode Suisse will take place in Zurich in September 2017. In the meantime, its pop-up store will continue at enSoie, Strehlgasse 26, Zurich, until February 25th.

All this is possible only owing to support and patronage from generous partners Engagement Migros, The Zurich Silk Association ZSIG, The Hulda and Gustav Zumsteg Foundation and Swiss Arts Council Pro Helvetia, allies of Mode Suisse since Edition 10.

Mode Suisse would also like to thank to car partner Mercedes-Benz Switzerland, Creative Zurich, MAC Cosmetics, Oribe/Le Bal des Créateurs.

For further information on Mode Suisse Edition 11, please contact press@modesuisse.com

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