

## **MEDIA RELEASE**

Zurich, 31 August & 1 September, 2019



**All show looks as well as further impressions are now available for downloading from «Media»:**

**<https://www.modesuisse.com/edition16-zurich.html> or**

**via: [press@modesuisse.com](mailto:press@modesuisse.com)**

### **MODE SUISSE EDITION 16**

**In a first for Mode Suisse, Edition 16 commenced with an open-air runway show at the Allgemeine Berufsschule Zürich (ABZ), comprising yet another line-up of promising designers.**

Shortly before the show, esteemed guests: Thibaud Guyonnet ([Voo Berlin](#)), Sabina Hanselmann-Diethelm ([Bolero/Style](#)), Alexis Schwarzenbach ([Zürcherische Seidenindustrie Gesellschaft](#)), Raoul Keil ([Schön! Magazine](#)), Filip Niedenthal ([Vogue Poland](#)), artists Lea Lu and Richard Dorfmeister were gathered at the cultured photo wall which was created as part of a campaign in collaboration with [ECAL/Ecole Cantonale d'Art de Lausanne](#).

Opening the show, [Julia Heuer](#) (Stuttgart) added a new meaning to the word Superbloom. Bringing a blast of vibrancy to the night's proceedings, [Mourjian](#) (Zurich, Mykonos, Beirut) fittingly named their SS20 collection Circus of Life. [Forbidden Denimeries'](#) (Geneva) sensuous designs were inspired by their exploration of the simplicity of the co-existence of the masculine and feminine; while [HEAD – Geneve's](#) students (Ania Marincek & Lora Sonney), as well as representatives of the [Institute of Fashion Design from the HGK FHNW \(Basel\)](#), unveiled powerful debut collections.

In an exciting development, [Maurice Lacroix](#), partnering with Mode Suisse, will be supporting a young emerging designer from each edition from now on. [After Work Studio](#) (Basel) wowed the audience with the strength of their dynamic patterns perfectly off-setting the iconic [Maurice Lacroix AIKON](#) timepieces.

For [Jacqueline Loekito](#) (Basel), Picasso's Acrobat and Young Harlequin was the inspiration for her work placing emphasis on "the liberation of sexes and combatted heteronormative prejudices". [Nina Yuun](#) (Basel), partnering with Swiss-Korean jewellery brand [Hana Kim](#) (Zurich), explored her fascination with the meaning of Heimat (Homeland) in today's society. "Will spring come for me too?" was the question on [Amorphose's](#) (Lugano) runway; their collection centered on exquisitely handcrafted sculptural showpieces inspired by the mental and physical metamorphosis of a young woman.

As powerful finales go, a capsule collection [MADE VISIBLE®](#) x [ArchivesTM](#) (the young designer collective: Tiffanie Bellenot, Justin Person, Victor Prieux from Geneva), enthralled the audience with its hi-vis pieces that lit up the ramp as the dark night drew in; spectacularly driving the trend for stylish visibility in road traffic further forward.

Among the international models walking the Mode Suisse runway were: Swiss-international model Nadine Strittmatter, model-entrepreneur Diana Gaertner and German starlet Toni Dreher-Adenuga — all styled by [Charles Aellen](#) and his team in co-operation with [Dyson](#) and make-up partner [MAC Cosmetics](#). Following the show, guests headed for the after-party to [Photobastei](#), Zurich to cap an evening's exciting entertainment.

On Sunday, 1 September, the [sixth TALKS/workshops series](#), Swiss and International Supporting Structures and Organisations for Independent Fashion Designers, was hosted by Swiss designer [Lela Scherrer](#) including panelists: Alexandra Pisco (Pisco & Co.), Camille Boyer ([Austrian Fashion Association, AFA](#)) and Elke Ttimmermann ([MAD Brussels](#)). The fifth Unisex Le Shirt– Les Archives au Goût du Jour ZSIG, by [Lilla Wicki \(Monochrome Studio\)](#) was launched at the new Mode Suisse pop-up boutique at the [Landesmuseum Zürich](#), and is also available at [mooris.ch](#) and via [info@modesuisse.com](#). To close Mode Suisse' fashion weekend, there was an exclusive presentation by [Julian Zigerli](#) at the [Greulich Design & Lifestyle Hotel](#).

September will see Mode Suisse head to New York Fashion Week: [Swiss Touch Presents: Mode Suisse at New York Fashion Week](#); to Paris Fashion Week DACH Showroom, and in November Mode Suisse returns to Geneva as part of the HEAD Fashion Show supporting programme.

Mode Suisse would like to thank the partners: [Engagement Migros](#), [The Zurich Silk Association ZSIG](#), [the Hulda and Gustav Zumsteg Foundation](#), the [Swiss Arts Council Pro Helvetia](#), edition partner [MADE VISIBLE®](#), automobile partner [Mercedes-Benz Schweiz](#), and new watch partner Maurice Lacroix for their generosity. Finally, we would also like to thank hair partners [Dyson](#) and [Charles Aellen Company](#) as well as [MAC Cosmetics](#) for their strong support.

CONTACT MODE SUISSE EDITION 16 AND FUTURE DATES

9 September 2019: Swiss Touch Presents: Mode Suisse at New York Fashion Week, NEW YORK

27 – 30 September 2019: DACH Showroom, PARIS

8 – 9 November 2019 : Special events Mode Suisse, GENEVA

For all the latest Mode Suisse news visit: [modesuisse.com](http://modesuisse.com), Instagram @modesuisse, Facebook

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