

MEDIA RELEASE
Zurich, March 9, 2020



Gallery below. First print-quality show pictures are now available for downloading from «Media» <https://www.modesuisse.com/edition17-zurich.html> press@modesuisse.com

MODE SUISSE EDITION 17

In the heart of Zurich, Mode Suisse Edition 17 presented the latest Swiss Fashion at the Landesmuseum on Monday evening. A strong stage, including showrooms and direct sales, was created specifically for the promising designers in the foyer, as an attractive alternative to the Wannerhalle at Zurich's main station; owing to the coronavirus situation and current guidelines of the Federal Council and Canton/City of Zurich.

Although the main show could not take place at Zurich central station, Mode Suisse granted its designers a smaller yet still strong presence at Zurich's Landesmuseum. The highlight of this year's spring edition was re-formatted into three small blocks of shows, the first of which was initiated by the Mode Suisse newcomers. NOMADISSEM's (Schaffhausen) opening looks were inspired by female explorers and adventurers illustrating, through the use of sustainable and long-lasting textiles, how fashion and the eco-system can positively coexist. Florian Holdener of KLAESI HOLDENER (Berlin) drew inspiration from the paintings of French artist Franck Rausch. HOLDENER worked with material from Japanese school uniforms and traditional English waxed outerwear contrasting with high-tech fabrics from Swiss supplier Schoeller; adding that final runway twist with sunglasses by SOL SOL ITO (Zurich). In stark contrast, the visual language of aporeei (Geneva) – this season's "coup de coeur" of Peroni – was seeking freedom and amateur-like vibe through vintage materials and constituted bulbous as well as round edged silhouettes.

Karin Wüthrich and Matthias Fürst, the design-duo behind AWS (Basel), opened the evening's second section with their fresh take on how the correlation of the work-life balance is affected by increasing hours spent working from home; while generic business suits and outdoor jackets influenced the silhouettes, their familiar patterns were twisted with a casual, cozy attitude. Luka Maurer of Garnison (Porrentruy) reflected on the system of hierarchy, questioning the term "collection" by naming his designs "Regiments". The glorious and colourful Nasir-ol-Molk mosque in Shiraz and the warming verses of its best-known poet, Hafez, were the inspiration for LIDA NOBA (Zurich/Teheran).

MOURJJAN (Zurich/Beirut/Klosters) kicked off the final show block with a focus on capturing a thriving energy in the silhouettes of the collection "Energy of Shape"; Roland Rahal teamed up with accessories-designer Vanto to convey the energetic aesthetics as multifaceted as possible. HEAD – Genève featured two of their most outstanding alumni: Claire Lefebvre and Tara Mabilia. While Mabilia's rich volumes and delicate knits were inspired by her Congo-lesé and Swiss roots, Lefebvre took inspiration from 1930s Zoot suits – a non-conformist movement whose oversized and mismatched garments were reinterpreted by the designer's vision. A powerful finale was guaranteed by Rafael Kouto's (Losone/Zurich) state-of-the-art figures in his upcycling couture collection. The spirit has also been visible in Rafael Kouto's capsule collection which was made in collaboration with Lotto Sport. The signature shapes in earth tones with colourful accents were inspired by the current state of perpetual climate and political changes.

Guests in attendance included: Alexis Schwarzenbach (Zurich Silk Association), textile legend Martin Leuthold, singer Jean-Philippe Rüegg (Those Wicked Hours), the enSoie family Meier, Jeroen van Rooijen and Mode Suisse's advisory board member and designer Julian Zigerli. Models Diana Gärtner, Tamy Glauser and Janusz Kuhlmann, amongst many more, were selected by Yannick Aellen and his Mode Suisse core team Ejra Sunna and Lina Eisenhut.

Once again, this edition of Mode Suisse has been made possible thanks to the generous support and commitment of: Engagement Migros, the Zurich Silk Association ZSIG, the Hulda and Gustav Zumsteg Foundation and the Swiss Arts Council Pro Helvetia. Mode Suisse would also like to thank the partner of this 17th edition, STF, the beauty partners MAC Cosmetics and dyson x Charles Aellen Company, hotel partner 25hours, Creative Zürich, evian, Peroni Nastro Azzurro, Freitag, Maserati as well as all other partners for their support.

CONTACT MODE SUISSE EDITION 17 AND FORTHCOMING DATES

For the latest information about Mode Suisse, please go to modesuisse.com and follow us on Instagram @modesuisse and Facebook @ModeSuisseOfficial: #ModeSuisse17 #ModeSuisse #EngagementMigros #ZurichSilkAssociationZSIG #HuldaGustavZumsteg-Foundation #ProHelvetia

The forthcoming MODE SUISSE chez Fashion Revolution Week 2020 will take place from 20-26 April 2020 (fashionrevolution.ch); MODE SUISSE Edition 18 main events will be conducted from August/September 2020.

For media enquiries and high-resolution images including the campaign, please contact Lucy Tallo, press@modesuisse.com Tel: +41 79 393 42 66.