

MEDIA RELEASE

30th August 2021, Zurich

MODE SUISSE EDITION 20, ZURICH



Mode Suisse celebrated its 20th jubilee edition at Halle D in Zurich Altstetten this evening. The presentation of the latest Swiss fashion was held in an almost familiar manner of two identical shows with eleven participants introducing their designs on the runway and in the showroom. Mode Suisse will further promote the designers via DACH Showroom online, the pop-up store *Sélection Mode Suisse chez Jelmoli* in Zurich, online at *Laufmeter* and through special events as part of the HEAD – Genève graduation program. Mode Suisse long-standing companion, Julian Zigerli, will present his latest collection “Julian Zigerli x Shirana Shahbazi” in Zurich's Hard Quarter. In celebrating its 20th edition, Mode Suisse is proud to reflect on over ten years of stable, whole-hearted commitment to the active promotion of Swiss designers.

Mode Suisse kicked off its anniversary edition 20 under the sign of friendship and support. A theme that also was replicated in the collaborations and joint forces of this evening's participating labels. While guests strolled to their seats in Halle D, Casella Meyer, the young Zurich label, staged a special live performance by airbrushing their special edition – pleated deux-pièce. The catwalk show was launched by NINA YUUN and her characteristic sustainable elegance; Yuun's designs detailed fringing and intricate craftsmanship in collaboration with Leonie Risch, the Lichtenstein-based handbag designer. HEAD – Genève featured two designers on the runway: Sarah Bounab's collection "All They could see was my digital Queen" praised eternal evening wear as a variation on cyber-culture and digital identities; Céline Schmid's debut collection "Dress clumsiness" focussed on everyday imperfections in a classical wardrobe. Giancarlo Bello's SS22 collection "24/7" for his label amorphose reflected on today's online presence. Bello teamed up with jewellery designer, Hana Kim, to create inflated accessories sculpted in the form of ninja stars and heart-shaped mousetraps.

Through shapes of different bugs and crocodiles Jacqueline Loekito and Tobias Gutmann's collaboration “Avina” evoked memories of childhood bad dreams and hopes for their children's future. VOLANS, the mother-daughter duo, presented a silhouette-enhancing sustainable swimwear collection in high quality fabrics. They teamed up with SOL SOL ITO who introduced their limited edition shades in collaboration with Tamy Glauser called “Abundance”. LIDA NOBA presented a vibrant and energetic collection “Call it Love” inspired by the book “The Rose Empire” about the history of the Qajar Iran dynasty.

F+F Modedesign Zurich, celebrating its 50th anniversary this year, was featured in the collections of Besime Sasivari, VNIC Leonardo and Vladislav Rüeegger. Besime Sasivari was inspired by concepts of mimicry and mimesis and the mechanisms and processes of perception; VNIC Leonardo's collection "V-DK-uM/R" contrasted the inhuman and human and the growth of human consciousness through an exploration of textiles; Vladislav Rüeegger's inspiration was the designer's birthplace of BalACLava (Crimea) in Russia, where the balaclava was invented.

NOMADISSEM's fifth collection by Noële Nana Schaffner was inspired by Japan and the concept of *ikigai* – an approach to a life in harmony with other people and the environment that is mirrored in the sustainable and modular wardrobe; Schaffner paired her designs with VIU eyewear. For MOURJJAN's latest offering, designer Roland Rahal joined forces with Ginny Litscher to invite the audience on a journey of friendship, laughter, dance and vibrant colourful connections through their collection "Us" by presenting a world of unusual printed fabrics merging with clean-cut colour-block silhouettes.

In the showroom Luca Xavier Tanner introduced his first handbag collection that took inspiration from waist bags and gift wrapping. Lou Chartres from HEAD – Genève also presented a handbag collection – as a comforting pillow during everyday life. Backstage, the Zurich based label enSoie dressed the Mode Suisse crew in specially-designed outfits and MOURJJAN, in collaboration with Vanto, designed special shirts for the Grand Marnier bartenders.

Guests in attendance included: Yvonne Reichmuth (YVY), Taya & Tary Sawiris (Tasoni), Hedy Graber (Migros-Pioneer Fund), Filip Motwary (Editor Vogue Greece), Rafael Kouto (Designer), Jan Oliver (Musician), Riccardo Terzo (Editor Vogue Talents) Raoul Keil (Editor in Chief Schön! Magazin), Yvan Rodic (Facehunter), Jacqueline Krause-Blouin (Editor in Chief annabelle) and Jeroen Van Rooijen. Models Diana Gärtner, Barathy Akkan, Valentina & Natalja Neumeister, Sabina Rüeegg and Brandy Butler (Actress and Singer) amongst many more.

Mode Suisse Edition 20 is held thanks to the generous patronage of our partners: Migros-Pioneer Fonds, The Zurich Silk Association ZSIG, The Hulda and Gustav Zumsteg Foundation and Swiss Arts Council Pro Helvetia. The celebration of ten years Mode Suisse also marks the end of the five years contract with these four main partners – we heartily thank them for a last time in this formation for all the support and backing of our platform. Nonetheless, we welcome our new partners, Miele, Caudalie, D.E.S.I.G.N. Foundation and VIU and thank all our additional partners and supporters for their continued commitment to a stronger and more visible Swiss fashion scene.

To the next ten years and new beginnings!

Yannick Aellen, Ejra Sunna, Lina Eisenhut/Team Mode Suisse

FORTHCOMING DATES

SÉLECTION MODE SUISSE CHEZ JELMOLI

Friday, 3rd September–Saturday, 2nd October, 2021

2nd floor at Seidengasse 1, 8001 Zurich

Our pop-up store *Sélection Mode Suisse chez Jelmoli* starts for a second round. Expect a beautiful selection of clothing and accessory with [apooorej](#), [Arienne Birchler](#), [LIDA NOBA](#), [Milko Boyarov](#), [MOURJJAN](#) x [Ginny Litscher](#), [NINA YUUN](#), [Rafael Kouto](#), [SOL SOL ITO](#) and [YAN JIANG STUDIO](#). If still possible, small events will be held in store. For more information please visit modesuisse.com.

ZURICH – JULIAN ZIGERLI x SHIRANA SHAHBAZI

Saturday, 4th September, 2021

Hard Quarter, 8004 Zurich

Show: 18:00

[Julian Zigerli](#) presents his latest designs from the Hard collection in the Zurich quarter of the same name. The show, conceived with photographer [Shirana Shahbazi](#), is open to the public.

GENEVA – PRESENTATIONS, SHOP & SHOWROOM

Thursday, 25th November–Saturday, 27th November, 2021, tbc!

RSVP info@modesuisse.com

Mode Suisse organizes special events as part of the [HEAD – Genève](#) graduation program. More information will follow shortly on modesuisse.com.

DACH SHOWROOM ONLINE

At dachshowroom.com and modesuisse.com

The collections by [Luca Xavier Tanner](#), [Volans](#), [YAN JIANG STUDIO](#) and [apooorej](#) can be seen in the virtual B2B DACH showroom. Please visit digital.dachshowroom.com and modesuisse.com or contact showroom@modesuisse.com.

SÉLECTION MODE SUISSE CHEZ LAUFMETER

Collaboration until the end of the year

Selected items from our [Le Shirt – Les Archives au Goût du Jour](#) project, which we launched six years ago with The Zurich Silk Association ZSIG, are available at the online shop of [Laufmeter](#).

CONTACT MODE SUISSE EDITION 20

For the latest information about Mode Suisse, please go to modesuisse.com and follow us on Instagram [@modesuisse](#) and Facebook [@ModeSuisseOfficial](#)

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