



## **APPLICATION REQUIREMENTS MODE SUISSE & FRIENDS 2024 + MIELE X MODE SUISSE AWARD FOR POSITIVE IMPACT**

Edition 2024, September 2<sup>nd</sup>, 2024

> Application-Deadline: April 30<sup>th</sup>, 2024

Thank you for your interest in Mode Suisse & Friends – and the Miele x Mode Suisse Award for Positive Impact, potentially.

Since edition 9, Mode Suisse participants are selected by a jury of renowned fashion experts. In order to facilitate the jury's work, please make sure that your portfolio contains everything that is required.

### **PORTFOLIO CONTENT**

1. Short text about label/designer, its drive and raison d'être
2. CV/résumé in English
3. Points of sale/stockist list
4. Preview of the forthcoming collection: Concept, inspiration, material, images, sketches
5. Lookbook images of 2 – 3 previous collections, if available
6. If available, a few interesting press clippings and/or show pictures
7. Voluntary, if interested in the Miele x Mode Suisse Award for Positive Impact, see below: Extract about what makes your work/brand sustainable according to at least one of the UN's 17 Sustainable Development Goals ([sdgs.un.org/goals](https://sdgs.un.org/goals))

### **FORMAT**

- PDF
- A4 landscape format (150dpi should be enough)
- 15-20 pages max.
- All text in English please

### **MIELE X MODE SUISSE AWARD FOR POSITIVE IMPACT**

In alignment with the United Nation's 17 Sustainable Development Goals, Miele x Mode Suisse for Positive Impact annually honors an outstanding design talent that sets positive impulses in the fashion industry. Preferably but not exclusively, the UN goals number 12 (responsible consumption and production) and 13 (climate action) should be considered, as they are close to Miele and their sustainable engagement.

## **JURY**

The applicants will get the chance to briefly meet the jury ([modesuisse.com/jury.html](https://modesuisse.com/jury.html)) and present their work at the very beginning of May, in Zurich. Date and timing are tbc.

## **COSTS AND PROFITS**

Final show & showroom participation costs will be confirmed with a positive outcome of the jury procedure but shall be fixed at maximum CHF 2'000 + VAT for the official lineup „Sélection“. Participants who meet the criteria of the D.E.S.I.G.N. Foundation will very likely be supported by them. Further information will follow along the process.

The participation-costs for the „Friends“-Format (Mode Suisse & Friends) are to be discussed, depending on whether your brand is small and independent or a medium to large business.

The participation costs of the 2024 winner of the Miele x Mode Suisse Award for Positive Impact will be covered by Miele Switzerland/Mode Suisse. In addition, the winner will benefit from the following:

- Award money of CHF 8'000.–
- Media coverage through Miele and Mode Suisse communication measurements
- New (Edition 2024): Mandatory sustainable clothing piece/accessory order. Design and creation will be paid by Miele to a total of CHF 4'000.–. It includes the creation of an exclusive clothing piece/accessory from the winner for Miele. The final amount of the produced pieces has to be defined during the development of the piece with Miele and will be paid by Miele separately. The piece will be revealed during the winner's fashion show. The exclusive piece will be sold after the show (pre-order or similar) and afterwards via the Miele website. The raised cash-amount of the sold items will be donated by Miele to the project of the winner or another sustainable/social project.

## **SUBMISSIONS**

Please send your portfolios and questions you might have to: [aellen@modesuisse.com](mailto:aellen@modesuisse.com) + [production@modesuisse.com](mailto:production@modesuisse.com). Thank you!