



APPLICATION REQUIREMENTS MODE SUISSE & FRIENDS 2025 (MIELE X MODE SUISSE AWARD FOR POSITIVE IMPACT – separate jury)

Edition 2025, September 1st, 2025
> Application-Deadline: April 30th, 2025

Thank you for your interest in Mode Suisse & Friends.

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

FORMAT

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

JURY

The applicants will get the chance to briefly meet the jury (modesuisse.com/jury.html) and present their work around mid-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 2'500 + 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.

SUBMISSIONS

Please send your portfolios and questions you might have to: aellen@modesuisse.com + production@modesuisse.com.

Thank you and kind regards,
Team Mode Suisse

NB: MIELE X MODE SUISSE AWARD FOR POSITIVE IMPACT 2025

New (Edition 2025): The jury procedure for the Miele x Mode Suisse Award for Positive Impact is held separately, via a nomination procedure, early this year.

FYI: In alignment with the United Nation's 17 Sustainable Development Goals, the Miele x Mode Suisse Award 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.

The participation costs of the 2025 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 10'000.– by Miele
- Media coverage through Miele and Mode Suisse communication measurements