

MEDIA RELEASE

2nd September, 2024 – Zurich



Print-quality show pictures are now available to download from «Media»

<https://www.modesuisse.com/edition2024-zurich.html>

MODE SUISSE & FRIENDS 2024, ZURICH

On 2nd September, 2024, Mode Suisse celebrated its format *Mode Suisse & Friends* once again at the Kunsthaus Zürich. With 22 participants presenting their latest collections and projects, Switzerland's fashion platform celebrated its unique concept, more than ever, by offering a fashion-week-in-a-day experience. Three separate shows were accompanied by diverse live acts, including English singer-songwriter Patrick Wolf. In addition, participants presented their collections in the adjacent showroom and shop. Mode Suisse is delighted to honour maison blanche as the third winner of the *MIELE x MODE SUISSE AWARD FOR POSITIVE IMPACT*. Moreover, *ADAPT by SPF* was shown at *Mode Suisse & Friends* for the second time. This year, the capsule collection for wheelchair users, initiated by the Swiss Paraplegic Foundation and Mode Suisse, was developed with Visual (Archives™) Society and students from HEAD – Genève. Also, the second collectors' item – a colourful tote bag designed by Ikou Tschüss – was launched with Edition Partner Glatt.

SHOW ONE

Opening *Mode Suisse & Friends* 2024, Swiss/Korean brand **NINA YUUN** (Burgdorf, juried label) teamed up with **MDK** (friend) to show its well-loved nubi pieces, accessorised by Zurich-based designer Miranda Kaloudis. Next up was one of this year's juried newcomers **EMMBER** (Bern, D.E.S.I.G.N. Foundation awardee), followed by **ADAM BRODY** (Zurich, friend), a size-inclusive pioneer. Making a return to the *Mode Suisse & Friends* runway, **aporeei's** (Warsaw, juried label and D.E.S.I.G.N. Foundation awardee) sensual silhouettes were styled with grape leather bags from **iman ama** (Geneva, friend). The gothic, grunge looks of **MANIEGA** (Geneva, friend) were up next before the first show was closed by **Doing Fashion – BASEL, ICDP HGK FHNW** (friend) highlighting the creations of ten Master and Bachelor students: **Andrea Glanzmann**, **Andreea Tron**, **Angela Greter**, **Giulia Marcotullio**, **JLF - JENNIFER LYNN FARMER**, **Kristina Bucheli** & **Josefa Lüscher**, **Livia Simoni**, **Milena Schneider** and **Woody Frank**. Show One was accompanied by **Patrick Wolf**'s live set of chamber pop and folk music.

SHOW TWO

Celebrating its 130th birthday, **enSoie** opened the second show. The journey through the house's past collections was followed by the opulent looks of **Anastasia Bull** (Basel, juried label and D.E.S.I.G.N. Foundation awardee) and a trip around the world by juried newcomer **Louis Origine** (Bulle). The **Swiss Paraplegic Foundation** (Nottwil, friend) showed **ADAPT by SPF x Visual (Archives™) Society**, the second capsule collection featuring clothing designed for wheelchair users. The adaptive collection is a project initiated with **Yannick Aellen** from Mode Suisse and this year was developed together with Victor Prieux from the design collective **Visual (Archives™) Society** (Geneva) and **HEAD – Genève** Fashion Design students: **Clarice Pasternak**, **Ewen Danzeisen** and **Rubène Dimetto**. Next up, **Ba Si** (Basel, juried label) sent its maximalist, colour-popping looks down the runway before **MOURJJAN** (Zurich/Beirut, juried label) marked its 12th appearance at Mode Suisse, gracing the catwalk with a few pieces from the label's last couture collection. Sadly, designer Roland Rahal's newest visions for SS25 could

not be shown, due to the current situation in the Middle East. The evening's second show concluded with an Interlude by Sewing Partner **BERNINA** (Zurich, friend), presenting a special DIY bag in seven colours. Show Two was accompanied by **Yes It's Ananias'** psychoautomatic solo piano performance.

SHOW THREE

Juried newcomer and *Coup de Cœur* **BONGÉNIE Abri** (Basel/Geneva) opened tonight's third and final show followed by collections from **Brigitte da Conceição** and **Maxence Guenin**, accessorised with jewellery by **Coline Gros**, representing the Fashion School **HEAD – Genève** (friend). **Sarah Bounab's** (Geneva, juried label) future evening wear continued the third show, just before juried label **Casella Meyer's** (Zurich/Milano, D.E.S.I.G.N. Foundation awardee) contemporary, elegant pieces entered the runway. **The Snake Woman** Gabrielle Huguenot (Zurich), another juried newcomer and winner of last year's Hyères Festival Grand Prix du Jury Accessories, was up next. *Mode Suisse & Friends 2024* concluded with **maison blanche** (Zurich, juried newcomer), this year's winner of the *Miele x Mode Suisse Award for Positive Impact*. Designer, Yannik Zamboni, impressed with his environmental commitment, which is reflected in the traceability of the brand's production line and use of sustainable materials. As part of the award by Miele and Mode Suisse, an exclusive piece titled *The Look for Positive Impact* was revealed on tonight's runway and will be auctioned later this year to support women shelters in Switzerland and Liechtenstein. Bags by juried newcomer **THADEN** (Zurich) were exclusively displayed in the adjoining showroom. The final show of the 2024 edition of *Mode Suisse & Friends* was accompanied by the excellent live act of **Xzavier Stone** with his signature electronic and R'n'B sounds.

Mode Suisse sincerely thanks Main Partner **Miele** for their ongoing support. Furthermore, *Mode Suisse & Friends* thanks Designer Support D.E.S.I.G.N. Foundation, who again enabled four young brands to participate in *Mode Suisse & Friends* for free. Thanks also to: Edition Partners **Glatt** and **Swiss Paraplegic Foundation**, Car Partner **DS Automobiles**, Sewing Partner **BERNINA**, Additional Partners **The ORGANICS by Red Bull**, **BONGÉNIE**, **Caudalie**, **Olympic Museum**, and a warm welcome to new Hair Partner **Paul Mitchell** and Make-up Partner **KETS – Make Up Academy Zurich**. Mode Suisse also thanks all other supporters and Partners and of course the whole crew and participants.

Yours,
Team Mode Suisse

UPCOMING DATES

Rivoli Popup by DS with Louis Origine

[Hyperaktiv](#), Lausanne

14th September, 2024

Check [rivoli.live](#) and [@rivoli.ds](#) for details

Rivoli Popup by DS with Ba Si

[Galerie Durchgang](#), Basel

28th September, 2024

Check [rivoli.live](#) and [@rivoli.ds](#) for details

Olympic Museum x Mode Suisse

Quai d'Ouchy 1, 1006 Lausanne

4th December, 2024

Check [olympics.com/museum](#) and [@modesuisse](#) for details

Abri, Coup de Cœur BONGÉNIE

at [BONGÉNIE](#)

October 2024 – 2025 (tbc)

Follow [@abri_____studio](#) + [@modesuisse](#) for details

RECOMMENDATIONS

FASHION AND SPORT

Olympic Museum

Quai d'Ouchy 1, 1006 Lausanne

5th December, 2024 – 17th April, 2025

The exhibition «[Fashion and Sport – From one Podium to another](#)» at the [Olympic Museum](#) in Lausanne will feature over 200 items of clothing and accessories illustrating the evolution of sports clothing and its influence on contemporary fashion. Check olympics.com/museum for more details.

CONTACT MODE SUISSE & FRIENDS 2024

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