

TRIBU

ART | FASHION | CULTURE | DESIGN



N°

02

REFLECTIONS ON NUDE
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SWISS FASHION REVOLUTION

"Mode Suisse Zurich | Spring-Summer 2014"

"Mode Suisse Geneva | Showroom at Bal des Créateurs"

"Fashion Show HEAD"

"Concours Lily Edelweiss" & "Showroom Edelweiss"

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We never thought of Switzerland as a fashion nation but for a long time the country has been pushed more and more on the international scene because of its fabrics, schools and designers.

For over a century, Switzerland has been recognized for her modern laces from Saint-Gall and Gruyere, two regions of Switzerland. Saint Gall emerged as a textile metropolis and became known worldwide for its delicate embroidery.

As a result, the country has enjoyed an excellent reputation on the international scale and is handled by big brand of the clothing industry.

Since then, many local textile industries developed in these regions. For example, « Bischoff Textil », « Forster Rohner », and « Jakob Schlaepfer » are innovative manufacturers in the country that continue to supply major fashion houses.

A more specialized firm named « Schoeller » is one of the main companies in the field of innovative textiles. The company operates internationally, specializing in the development and manufacture of functional fabrics and textile technologies for the areas of active sports, fashion and work wear.

Schoeller has more than 100 years of experience. Their reputation is international and many independent designers provide themselves from there.

Independently of that, in the 70s a new Swiss brand was born: Bally, creating clothes for the first time. It was a big challenge for a little manufacturer of shoes. Later another Swiss brand, Akris, distanced itself in the industry of the ready-to-wear by taking an international scale very quickly. The brand intended to make its own reputation, in an extremely competitive universe.

Both expanded by being exported all over the world. From now on, they are part of reference brands which are showed on the catwalks during fashion weeks with all the other international brands.

Since a few years, two cities, Basel and Geneva have developed their fashion at a university level, by introducing a formation in fashion design. These specialized formations are based on researches and theoretical work.

The students are brought to develop their creativity, thanks to different workshops, directed by famous international speakers. Through their courses, they keep in mind the perpetual question of the concept while keeping a very good knowledge of the garment and making a reflection on the visual and esthetic universe of their collection.

This year, during the annual fashion show of the HEAD, the students surprised us with their imagined and conceptual work, which proved to be extremely creative and diversified. The fifteen graduates worked a lot on the prints, forms and textures. At this point, we realize they represent the fashion talents of tomorrow.

Because of this, the students of Swiss design schools have nothing to envy to the biggest European fashion

schools because they punch above their weight by distinguishing themselves during international competitions. Let us note, that most of the graduates from HEAD Geneva leave abroad to pursue their career in big ready-to-wear fashion houses.

The proof is, many established and talented designers, come out of HEAD Geneva and the Basel School of Design. Recently, two Swiss students from HEAD where represented at the international festival of photography and fashion of Hyères.

One of them has even received a special price from the French brand Celine.

Nowadays we tend to hear more and more about fashion in Switzerland.

Swiss fashion is in full excitement and new fashion events try to highlight our Swiss designers.

In October, "Mode Suisse" and the "Showroom Edelweiss" take place at the same time creating a kind of Swiss fashion weekend. During this weekend, different places host some fashion shows and showrooms. Many Swiss designers are thus presented to the public.

The first event, "Mode Suisse" is an event gathering many Swiss designers. The goal is to promote new young designers but also keep up with the more established ones. During this event, the founders, Yannick Aellen and Ursina Widmer want to show and sell selected Swiss fashion. For the professionals there is a fashion show with all the represented designers.

During the day, people who love fashion and the curious ones are able to discover the collections of many Swiss designers in a relaxed atmosphere, walking through the outfit racks. "We did not want to organize an event where we see simply attractive creations. What interests us, it is the continuity", insists Yannick Aellen. "Swiss fashion is not thus either a glamorous event where the celebrities come to drink some champagne, but it is a platform intended to combine the creators and the buyers on the Swiss market."

The second Geneva event is the "Showroom Edelweiss" which welcomes other Swiss designers in a totally different frame. In a hotel, every room is taken over by two different designers. Open to the public on several days, the showroom aims to be friendly and full of surprises. We can buy and discover the collections of more than forty labels of fashion, jewels and accessories.

Within the same event, the annual "Prix Lily" puts in competition several Swiss designers in front of a jury of professionals from the world of fashion.

Admittedly, new events are created but it would be necessary to have more to show the real potential of Swiss fashion. The time when Heidi and Edelweiss represented Switzerland is very far. Now, it is in the contemporary and multicultural universe that the Swiss young people evolve and create. For proof, young creators push the conventions and try to experiment new creations.

"Mode Suisse Zurich | Spring-Summer 2014"



JULIAN ZIGERLI

PORTENIERROTH



"Mode Suisse Geneva / Showroom at Bal des Créateurs"



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