



6th Mode Suisse TALKS/workshops, 1 September 2019, Zurich

Mode Suisse' sixth TALKS/workshops series will bring together the following experts:

Alexandra Pisco (USA, BE): Retail, general management & branding expert

Anna Niederhäuser (CH): Design lead BAK

Camille Boyer from (AT): Austrian Fashion Association (AFA) & DACH Showroom Paris

Elke Timmerman (BE): MAD Brussels

Helen Muggli (CH): Design and Interactive Media, Pro Helvetia

Karin Wüthrich/Matthias Fürst (CH): Designers AWS (After Work Studio)

Michel Grunder (CH): Head of public affairs, Farner

Regula Staub (CH): Managing director, Creative Hub

Thomas Isler (CH): Textile industry expert and patron (ZSIG)

Introduced by Mode Suisse director **Yannick Aellen** (CH) and hosted by independent Swiss designer and expert **Lela Scherrer** (Lela Scherrer Fashion and Concept Design), this series will be devoted to: *Structures and Organisations in Support of Independent Fashion Designers*.

Mode Suisse would like to reflect on the status of support and promotion of Swiss fashion design, compared to other countries and regions; highlighting possibilities as well as functioning projects and defining potential needs and concerns. The timing has been chosen to coincide with the organisation currently being more than half way through its five-year contract with its funding body of: Engagement Migros, The Zurich Silk Association ZSIG, The Hulda and Gustav Zumsteg Foundation and Swiss Arts Council Pro Helvetia.

Programme:

Date: Sunday, 1 September 2019

Location: Auditorium Willy G. S. Hirzel, Landesmuseum, Museumstrasse 2, Zurich

Topic: Structures and Organisations in Support of Independent Fashion Designers

09.30: Welcome coffee & launch: *Sélection Mode Suisse chez Boutique Landesmuseum*

10.45: Adjourn to Auditorium Willy G. S. Hirzel

11.00: Introduction by Yannick Aellen (Mode Suisse)

11.05: Panel discussion with Mode Suisse TALKS/workshops speakers, hosted by Lela Scherrer, followed by an open discussion and Q&A session with all guests

13:00: Final exchange & coffee at Boutique Landesmuseum

Please note: Admission to the Mode Suisse TALKS/workshops is open to the public and free of charge. Owing to limited seating capacity, early booking is highly recommended:
info@modesuisse.com

About Mode Suisse

Initialised in 2011, Mode Suisse is an industry platform promoting the collaboration between fashion designers and -schools with the retail market, media, textile industry and other fashion-related players. Mode Suisse presents, connects and discusses selected Swiss fashion at shows, in showrooms and panel discussions. The semiannual events staged in Zurich and Geneva are targeted primarily to an expert audience but also to amateur fashion lovers – for example via the platform's sales format *Sélection Mode Suisse chez*. In addition, Mode Suisse is an adviser to Swiss designers – and those who wish to collaborate with them – and a door-opener to appearances at international fashion weeks and events. International formats include the DACH Showroom Paris in co-operation with the Austrian Fashion Association and Berlin Showroom or this season's *Swiss Touch Presents: Mode Suisse at NY Fashion Week*.
modesuisse.com