

swiss fashion

Since the late 90's, Swiss fashion has been booming with new and upcoming designers such as **+41**, **Analogon**, **Xess & Baba** and **Carole Souiller**, and many others. But apart from Swiss Textile, which represents the Swiss textile and clothing industries, there has been no concerted effort to promote Swiss fashion designers abroad. Enter **fashionshow.ch**, a new media platform that showcases upcoming Swiss talent abroad and at home. Founded in 1999, **fashionshow.ch** is a collective of up to 15 members who engage in building partnerships with organizers of fashion events, designers and media outlets. With little commentary or promotional clutter, the elegant website shows pictures of fashion events, past competitions and designers' collections, and provides links to websites and contact information.

Produced by its founders **Charles Hieronymi** and **Pascal Greco** from Geneva, **fashionshow.ch**'s stylish promotional DVD captures the best catwalk moments of shows by Swiss designers, while keeping a sound balance between commercial and experimental endeavors, and male and female designers from different parts of Switzerland; Swiss

designers established abroad, such as **Laurent Mercier** in Paris, or accessories designer **Lana B.** in New York, and Brazilian designer **Rodrigo Soares**, based in Basel, are included as well. In place of commentary, an important role is given to original sound scores by some of the best Swiss DJs and composers, making the DVD an overall Swiss product. The DVD has become a true hit, being purchased by schools, clubs, and individuals all over the world, including Tokyo and San Francisco, where it is available through microcinema.com TBZ

FASHIONSHOW.CH IN NEW YORK

DISCOVER CUTTING EDGE FASHION FROM FIVE OF THE BEST SWISS FASHION DESIGNERS, SUCH AS DANIEL HERMAN, +41, NUIT BLANCHE, AND LAST BUT NOT LEAST LAURENT MERCIER - FORMERLY RESPONSIBLE FOR LENNY KRAVITZ'S WARDROBE AND ARTISTIC DIRECTOR OF BALMAIN IN PARIS. THE SHOWS ARE ACCOMPANIED BY MUSIC LIVE PERFORMANCE BY SUMO.

WWW.FASHIONSHOW.CH
CIELO, LITTLE WEST 12TH STREET
MEAT PACKING DISTRICT, MANHATTAN
NOVEMBER 30

LEATHER BAG,
TRANSPARENT BLOUSE,
DANIEL HERMAN
KNIT WEAR: XESS+BABA
LEATHER OUTFIT:
JEAN-PIERRE MEO