

9th Stella Fashion Night 2008 – Active Instrument for the Promotion of Swiss Fabrics

TVS Textilverband Schweiz (www.swisstextiles.ch) with about 200 small and middle size enterprises promotes the first-class reputation of the domestic textiles and clothing in the global markets – according to Max R. Hungerbühler, TVS-president, CEO Bischoff Textil AG, St. Gallen. Ronald Weisbrod, TVS-Vice president, CEO Weisbrod-Zürcher AG, Hausen am Albis, added in his rôle of initiator of the Stella Fashion Night (www.stella-fashionnight.com) that the association supports the talented design newcomers energetically. This way, the innovative power, creativity and tradition of the Swiss Textiles and their high-quality, fashionable fabrics are carried on.

Since its launch in 2000 the "Swiss Textiles Award" promotes careers in design. In the beginning, they focussed on Swiss designers, however, since 2002 the price became international. Weisbrod explained to the leading Swiss women's magazine "annabelle" (www.annabelle.ch) that their branch gets the attention of the worldwide fashion scene when they bring international very talented young designers into Switzerland. From the beginning it was clear that the prize money for a promotion-award should not be money to spend for themselves. For young designers it is very difficult to build their own brand. "We want to support them properly with that". For the first time since there is the "Swiss Textiles Award" the collections of the participants of the Stella Fashion Night will be available completely in Switzerland. The Stella Concept Store opened punctually for this year's greatest fashion event at the 13th of November. In the renowned department store Globus

(www.globus.ch) at the Bahnhofstrasse in Zurich, the main sponsor of the fashion event shows the winter collections 2008/09 of the winner of last year, Marios Schwab from Great Britain and the 6 finalists of this year, Jean Pierre Braganza, Louise Goldin, Richard Nicoll – all Great Britain, Cathy Pill (Belgium), fashion brand Rodarte (USA) and the Japanese fashion label Toga (designer Yasuko Furuta), can be admired and also bought up to the 29th of November in the 2nd floor in the women's department of Globus.

Further sponsors were the Zürcherische Seidenindustriengesellschaft, Stiftung Exportförderungsfonds der Schweizerischen Feingewebe-Industrie, swiss+cotton and others. The fashion evening was presented by the German top model Franziska Knuppe. The Swiss Textiles Award is with 100,000 EUR one of the worldwide highest remunerated and best-known fashion prizes for young designers. The amount rates as a considerable support for the expansion of an international career and is not given out in cash. Winner this year was at the Maag-show stage in Zurich-West the US-Label Rodarte (www.rodarte.net) – represented by the sisters Laura and Kate Mulleavy from the Southern-Californian Pasadena. They presented their first collection in 2005 and advanced inside of only three years to sought-after designers at the New York Fashion Week. Their fabrics are extremely delicate, the cuts elaborate and the details numerous: pleats, embroideries with pearls, draped tulle – everything that adds to the weightlessness of the dresses. Together with the TVS the two US-designers will decide which activities to finance with the prize (making of the next col-

lection, fashion show production, press- and PR-activities etc.). Part of the total sum – 10,000 EUR – will be used for the purchase of Swiss fabrics.

The other five finalists get also vouchers for fabrics of 4,000 EUR in value. On the 13th of November the “annabelle award” was granted for the fifth time. The winner Judith Klingefeld (25) studied in Basel at the Institute for Fashion-Design of the University for Design and Art and will work now as her award in the team of the italian fashion house Missoni in Sumirago near Milano for one year. The prize was

handed over to her by Angela Missoni in person. Since 1997 she is main designer of the label, which had been founded by her parents in the 50`s. At the Stella Fashion Night Marios Schwab also showed his summer collection 2009. Furthermore the US-fashion designer Patricia Field presented her newest collection “Destination Style New York“. This is available worldwide since the 16th of November; in Switzerland exclusively in all Globus branch stores.

*Gert Krockert,
Translation Dr. Heidi Arndt*