

Mode Suisse & Friends 2025: Zurich Shines Spotlight on Young Sustainable Fashion Talent

Published on 18 Sep 2025 | By IFI Correspondent



Zurich, September 2025 — While Fashion Month traditionally revolves around Paris, London, Milan, and New York, Switzerland carved out its own place in the global fashion calendar with **Mode Suisse & Friends 2025**, spotlighting the country's **sustainable, colorful, and socially conscious fashion scene**.

The event brought together established names such as **Danz** and **Anastasia Bull**, alongside schools like **Geneva University of Art and Design (HEAD)**. But it was the **newcomers** who stole the show, bringing fresh energy, bold aesthetics, and sustainable values to Zurich's largest city.

Lundi Piscine: Sustainability with a Sense of Humor

Among the standout debuts was **Lundi Piscine**, a Geneva-based fashion and textile studio founded by **Lucie Guiragossian**. With training in textile design at Lyon's École nationale supérieure des beaux-arts and in fashion design at HEAD Geneva, Guiragossian blends **artisanal craft with eco-conscious practices**.

Her designs draw inspiration from **workwear and uniforms**, resulting in **gender-neutral, trans-seasonal pieces** crafted from **locally sourced, upcycled materials** and **hand screen-printed fabrics**. Far from muted, her collections embrace **bold colors, playful prints, and a dash of humor**, proving sustainable fashion can be both serious and fun.

A Collaboration with Purpose

For her current collection, Guiragossian partnered with **Le Vestiaire Social**, a Geneva-based aid organization distributing clothing to those in need. The collaboration upcycled **Swiss civilian uniforms from the 1980s**, transforming them into modern, wearable art while funding essentials like underwear and sun protection for children with each sale.

This initiative reflects a **circular, local, and social approach**, extending the narrative of fashion beyond aesthetics to real-world impact.

Beyond Fashion: Cross-Disciplinary Creativity

What sets **Lundi Piscine** apart is its **collaborative spirit**. The label frequently partners with experts from **gastronomy, art, architecture, and education** to create unique textiles that expand the definition of sustainable design.

Swiss Fashion Steps into the Spotlight

With young designers like Guiragossian making their mark, **Mode Suisse & Friends 2025 proves Switzerland is more than just watches and precision engineering — it’s a breeding ground for experimental, sustainable fashion.**

By putting bold, socially engaged newcomers on an international stage, Zurich has signaled that the Swiss fashion scene is ready to **compete with the world’s capitals while staying true to its values of craftsmanship and responsibility.**

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