

KONFEKT

The Magazine for Sharp Dressing, Drinking, Dining, Travel & Design.

Konfekt Magazine
8008 Zürich
044/ 368 70 00
<https://konfektmagazine.com>

Medienart: Print
Medientyp: Spezial- und Hobbyzeitschriften
Auflage: 60'000
Erscheinungsweise: 4x jährlich

Seite: 46
Fläche: 62'596 mm²

Auftrag: 800008
Themen-Nr.: 800.008

Referenz: 81771141
Ausschnitt Seite: 1/2



Zürich

The city by the lake allows visitors to dip into its robust cultural scene and discover designers at the peak of their game, thanks to smart galleries and endlessly creative fashion ateliers.

Writer — Marie-Sophie Schwarzer

CLEAN LINES Soeder

“We want our clothes, such as this Terra Cord shirt and shorts, to be pleasing in their simplicity,” says Hanna Olzon Åkerström, co-founder of Soeder, a fashion and cosmetics brand. “All our designs should be useful, durable and sustainably produced.” Soeder’s soaps and cosmetics are produced in its Schwerzenbach factory, which will relocate to the city centre in 2023.
soeder.ch



EXPRESS YOURSELF Haus Konstruktiv

Sabine Schaschl is the director and lead curator of Zürich’s Museum Haus Konstruktiv. This year, its annual Zurich Art Prize has been awarded to Swiss-Tunisian artist Sonia Kacem, whose solo show will be exhibited from 28 October to 16 January 2022. We speak to Schaschl for a preview.

Sonia Kacem is the 14th winner of the Zurich Art Prize. What can we expect from her show?

The project is the result of her 2019 residency in Cairo, where she noticed colourful clothing and fabrics hanging from windows and balconies just as the president decreed that houses could only be painted certain colours. This contrast captivated her and inspired the exhibition, which will showcase huge bands of colourful fabric printed with ornamental designs, draped over wooden constructions beside large cardboard sculptures. It is a very warm, inviting show that plays with our interpretation of material objects. On the third floor we will be showing paper drawings by concrete artists such as Max Bill and Verena Loewensberg. We want to show where constructivist art came from and its impact today.
hauskonstruktiv.ch



KONFEKT

The Magazine for Sharp Dressing, Drinking, Dining, Travel & Design.

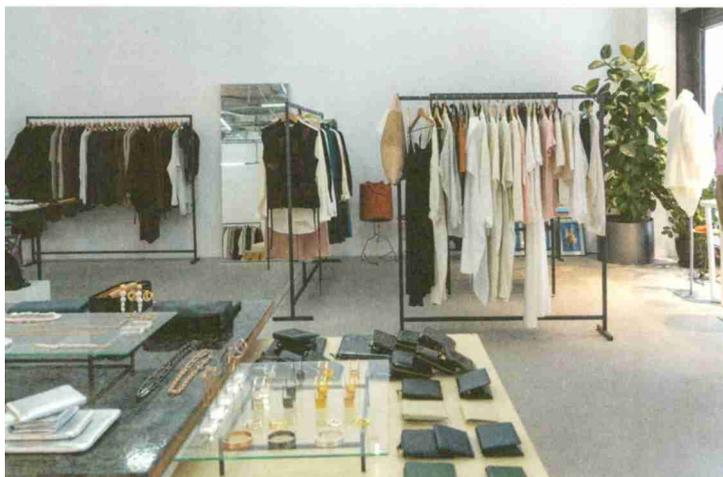
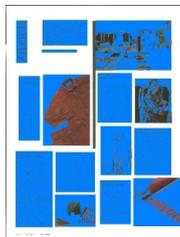
Konfekt Magazine
8008 Zürich
044/ 368 70 00
<https://konfektmagazine.com>

Medienart: Print
Medientyp: Spezial- und Hobbyzeitschriften
Auflage: 60'000
Erscheinungsweise: 4x jährlich

Seite: 46
Fläche: 62'596 mm²

Auftrag: 800008
Themen-Nr.: 800.008

Referenz: 81771141
Ausschnitt Seite: 2/2



RARE BEAUTY Opia

Claudia Desax's airy shop is a trove of hard-to-find brands such as Auralee and Cosmic Wonder from Japan and the Italian label Boboutic. While big names such as Comme des Garçons are also in the mix, Opia offers a platform to young Swiss designers like Nina Yuun and up-and-coming names including Isaac Reina, the French bag label. "Glamour and comfort are important criteria," says Desax. "Women want to dress up when they go out but we've all come to know comfortable yet chic styling." opia.ch



SOAK IT UP Frottee di Mare

Artist Nina Hebting and architect Jan Leu founded their towel brand in 2016. Every beach or bath towel features abstract drawings by Hebting. "The idea was to bring art into everyday life," she says. "Nina's approach to art is intuitive," adds Leu. "Whereas jacquard weaving is technical. This contrast is exciting." Our pick: the vibrant towel made from fine twisted terry cloth. frotteedimare.ch



WORK TOGETHER Paradis des Innocents

Stefania Samadelli's womenswear collection and made-to-measure pieces at Paradis des Innocents are cherished for their timeless designs but her new line, Code, is more daring. "The idea is to work with patterns in new ways," says Samadelli, who collaborated with a nearby artist to create a one-size dress printed with a haiku. "My desire is to combine the crafts of different artists and makers. I like to see my designs come alive when they're worn." Her shop, just off Bahnhofstrasse, is an oasis. paradis-des-innocents.ch