



Youthquake

Lucerne in Switzerland is not necessarily a name that springs to mind when you think fashion. However, following the tenth anniversary of the Gwand Fashion Event, all that is set to change. With its eye set firmly on achieving international recognition – like Hyeres in France – Gwand opened its doors for the first time to international designers, and offered a generous 100,000 Euro prize awarded by the Swiss Textile Federation. As a location for the fashion gliteratti to spend a weekend, a small medieval town by a lake, surrounded by mountains is an excellent place to de-stress and reassess. This year's shortlist of designers 'recommended' for the award were Boudicca, Henrik Vibskov, Markus Huemer, Yvan Mispelaere, Bernhard Willhelm, Hamish Morrow and Raf Simons. The prize, paid in the form of 'selective assistance' towards press promotion, show productions etc – as well as a further 10,000 Euro voucher for fabrics from Swiss textile companies – would make a serious contribution to any young independent designer struggling with the pressures of creating and showing a collection in today's difficult financial climate. Raf Simons was awarded the prize ahead of a hugely talented field. Citing his 'political and cultural influences' and 'multi-disciplinary approach to fashion', the jury named him "the uncontested creative stylist" among today's young designers, with Mispelaere winning the Ackermann Prix for pret-a-porter. Meanwhile the Moët et Chandon Award for Fashion Schools went to the University Of Applied Arts, Vienna.

See www.swisstextiles.ch and www.gwand.ch