

ESSIUS

“HOME SWISS HOME”

SPRING – SUMMER 2018

The goal of its fourth collection and second Spring / Summer interpretation is simple: take ESSIUS back to its intrinsic roots. ESSIUS, this palindrome reveals more than a country – SUISSE, or Switzerland in French – but an attitude, a lifestyle, a philosophy. A men’s ready-to-wear house founded in Zürich, passionately attached to the classicism of men’s clothes, yet eager to build a new bridge between tailoring expertise and daring creativity.

“Home Swiss Home” is more than a celebration of Swiss codes and themes: it’s about sourcing Swiss too. First and foremost, this collection is putting Swiss Cotton into the spotlight. Manufactured in Switzerland, the production process uses only extra-long staples of cotton to produce fabrics of the highest standard for lasting elegance and



style. Co-founder and artistic director Youn Chong Bak made no compromise on quality by choosing the most exclusive fabrics, valued for their freshness and elegance, and wonderfully cool and crisp to the touch. As a result, all pieces of the collection become wrinkle free, allowing the modern man to vacate to his occupations without ever taking the risk of not being impeccable.

The range of the pieces presented is both extensive yet restricted. An initial shortlist of eight full silhouettes shows the spirit of the collection: light and effortless, but still precise and impeccably structured. “Switzerland is world-famous for its high-precision craft”, explains Youn Chong Bak. “For us, there was no alternative: we had to apply this legacy of preciseness in our garments”. This very fact also explains the match

made in heaven between ESSIUS and Swiss luxury watchmaker OMEGA. Both share the same home country but also the same meticulousness, in their respective industries. For the second consecutive season, both brands are joining forces to present a new sleeve concept to the classic man’s shirt. Made to glorify one’s praised OMEGA timepiece, the cuff is finished off by an elaborate tieback or tab top system allowing men to wear their watch without ever taking the risk of it being concealed by an item of clothing.

Yet precision-cut does by no means mean stiff, stringent nor literally close-fitting. For this season, the silhouette is less restricted, allowing for more movement and ease. The color palette ranges from crisp white to antique pink and ocean blue. Fabrics used are often plain colored in the most exquisite weaving or with a precision-cut stripes motif, which will come in different sizes for an explicitly modern twist. The pieces presented will themselves be contemporary in their own right: an everyday bomber jacket but in Swiss Cotton poplin, a pair of shorts in the spirit of a very elaborate undergarment, a summer trench reminiscent of a noble dressing gown.

To add to this overall modernity, yet with a deep-rooted respect for authenticity: ESSIUS reveals this season its new brand motif – the Swiss postal stamp – which is to become a staple in its collections. Inspired directly from the design still used to this day by the national postal service of Switzerland, it featured miniature crosses as a reference to the national flag, as well as the postal code of the city of Zürich, birthplace of the brand. Date specification is also respected, indicating as send-out date the day of ESSIUS' Spring / Summer 2018 presentation during Paris Fashion Week. As an extra twist, ESSIUS has replaced the empty internal background of the circular stamp with its signature jacquard: the disrupted mountain horizon, which symbolically links the cliché of Switzerland with the transgressive undertone of Dadaism, an art movement also born in Zürich.

This “Home Swiss Home” stamp is to be used as a red thread on numerous items of the collection: both on its ready-to-wear assortment where stamp location will be pre-determined, but also as part of its made-to-measure offer, where the well-travelled and cultural savvy clientele from ESSIUS can decide where it wants the stamp located. No doubt as a testimonial of its individuality, but also a deep-rooted respect for quality through a textile marking similar to the certification of origin.

Additional personalization will indeed be possible on the various shirt designs presented in the collection – over 15 collars have been developed by Youn Chong Bak and just as many cuff, including the two signature models which compliment best the new OMEGA watch collection.



Welcome to ESSIUS' most personal collection. «Each of our collections is always a celebration of Switzerland» adds Adel Najah, co-founder and CEO of ESSIUS. «This season, instead of celebrating with thousands of acquaintances, we decided to keep it “in the family”. Keep it to the core of what shapes you. Less pieces, but stronger than ever. Targeted sourcing of materials, which truly echoes our brand DNA. A streamlined collection presentation in an alluring Parisian flat, without frills nor unnecessary noise”. The final words go to Youn Chong Bak: “Our country’s “Swiss Made” specification is one of the strongest in the world. This collection is about just that – we bring it home, where “Swiss Made” and “Home Made” become one”.

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