



FOR RELEASE  
Zürich, June 7. 2018

## **Fashion Talk: Kokonkleid- identity across borders**



Red 2018, KAZU  
photo credit: Christian Schnur



K A Z U

***At the beauty campus on June 23rd, Kazu Huggler will create a dialogue between fashion and social history. She will focus on the interrelations between fashion and gender and explain how clothes can influence the person who wears them. Kazu will present her latest couture creations live on the catwalk and tell their story - from the first idea to the last touches of manufacturing.***

"Beauty and madness", the motto of the Festspiele Zurich 2018, is particularly relevant for today's society. The beauty campus proposes a creative discussion of this central theme. Through short talks, scientific presentations and performances passers-by will be invited to reflect on the interrelations between beauty and madness.

Asked about her contribution, Huggler says: «The meaning of my first name Kazu (和) is peace and harmony in Japanese. The ideal that guides my work as a fashion designer is indeed to create esthetical harmony from vibrant juxtapositions. The motto "beauty and madness" thus fits my label nicely». Huggler will explain areas of conflict between men and women, humans and animals, war and peace in the Japanese histories of art, fashion and society. In parallel, Kazu's fashion creations will be presented live by models.

The beauty campus will take place on the Münsterhof and is freely accessible. Huggler says: «The Japanese performing arts Kabuki and No that we today regard as traditional have their origin in street parties. That I am presenting my work on the square in front of the church Fraumünster is thus really an ancient Japanese tradition. For me this is however a completely new experience. I am thrilled and very much looking forward to the festive public setting and my audience»!

### **Date and Time**

Saturday, 23. June 2018  
3:30pm to 4:20pm

### **Place**

Festspielzentrum Münsterhof, CH-8001 Zürich  
Free entrance

### **More information on *Festspiele Zürich***

<https://festspiele-zuerich.ch/de/spielplan/70-beauty-campus/>

### **Contact:**

For any further information you may contact Anamaria Gomez  
[ana@kazu.swiss](mailto:ana@kazu.swiss)  
+41 43 268 05 75



## **About Kazu Huggler**

Born in Tokyo to a Japanese mother and a Swiss father, Kazu Huggler was raised in both Japan and Switzerland.

After completing the International Baccalaureate in Zurich, Kazu Huggler enrolled in Tokyo's Keio University and graduated with a degree in Japanese History of Art and Aesthetics. Her label is heavily influenced by Japanese themes—kimono patterns, ancient printmaking, Japanese aesthetics, and traditional attitudes/philosophies of dressing. While most of Kazu's inspiration comes from her strong Japanese background, her designs are geared for the global marketplace and made in Switzerland with Bernina sewing machines.

Kazu's pre-design stints include working in the marketing and sales department of Fabric Frontline Zurich where she was responsible for introducing Swiss products to the Japanese market.

After, she enrolled in the Swiss University of Art and Design Hochschule für Gestaltung, and two years later, departed for London's Central Saint Martins College of Art and Design. In London, Kazu apprenticed with Vivienne Westwood. Kazu is no stranger to textiles; in addition to her custom couture line, she creates original prints and designs high-end sterling silver bags and accessories. Kazu resides in Zurich with her family and travels frequently to Tokyo where she is show casing her latest collections and collaborations.

Since March 2011, she has been actively involved in restoration projects in the north of Japan and has donated Bernina sewing machines to high schools hit by the disaster. Kazu has also committed to the long-term support of the citizens of Rikuzen Takata region in Iwate Prefecture and founded a non-profit organization Three Cranes Association.