

High fashion meets freestyle: these were the LAAX Vintage Days 2024

Laax, 10 October 2024 – Last weekend, the Riders Hotel in LAAX became a stage for sustainable fashion and creative diversity. The LAAX Vintage Days offered visitors the opportunity to experience first-hand how fashion and accessories become a circular experience through creativity and responsibility. Among the exhibitors was Swiss fashion designer Yannik Zamboni, who presented innovative and environmentally friendly fashion with his label 'maison blanche'.

Selected exhibitors gathered at the Riders Hotel in LAAX to showcase their creations and offer exciting insights into the world of conscious fashion. The Riders Hotel provided a platform for both established and up-and-coming brands. The audience was also diverse: fashion lovers, freestylers and locals made for an interesting mix. Curator Suzanna Vock enthused: 'This event was one of the most harmonious I have ever experienced - no stress, everyone was respectful and the atmosphere was unique. The exhibitors were all happy!'

A weekend with many highlights

The varied programme of the LAAX Vintage Days offered conscious fashion enthusiasts the opportunity to delve deep into topics such as upcycling, recycling and fair fashion. In the interactive showrooms, not only the guests but also the designers engaged in lively dialogue with each other. One highlight was the various panel discussions, where the audience was able to be inspired by forward-looking ideas and get in direct contact with the creative minds of the scene. Another highlight of the weekend was the presentation of Yannik Zamboni's latest collection: 'Miele x ModeSuisse Award for Positive Impact'. His label 'maison blanche' enjoys international recognition for its visionary, circular fashion. 'Fashion can either be part of the problem or a tool for rebellion - for us, it is the radical step towards a better future. For me, the LAAX Vintage Days were a gathering of like-minded people who all want to change the world a little. It was great,' says Yannik Zamboni, looking back on the event.

Second edition was a complete success

The LAAX Vintage Days took place for the second time. What began five years ago as a market turned into an exhibition, for which the Riders Hotel provided the ideal stage. It hosted an interesting range of exhibitors - from avant-garde high fashion to everyday accessories - including labels such as Attached, Deborah Dominique Design, Infantium Victoria, and many more. A refreshing, special atmosphere prevailed throughout the weekend, especially as the Vintage Days attracted a clientele previously unknown to LAAX. All in all, the organisers of the LAAX Vintage Days succeeded in combining high fashion, freestyle and the mountain world in a unique way.

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