

# NINA YUUN ✕ hana kim

Zurich/Burgdorf, Switzerland, August 9, 2019

**First Swiss-Korean design collaboration in womenswear & jewelry**

**NINA YUUN x hana kim – Spring/Summer 2020 collection “Heimat” will be presented at [Mode Suisse Edition 16](#) in Zurich Switzerland on August 31, 2019**

Inspired by the fluid and manifold meaning of ‘Heimat’ (homeland) and its expression in clothing, the Spring/Summer 2020 collection of the two Swiss-Korean designer labels – **NINA YUUN** (womenswear; based in Burgdorf, near to Berne) **hana kim** (jewelry; based in Zurich) – sets out to explore an immensely important topic in today’s society. It starts with the obvious – such as mass migration caused by war or climate change — but it also highlights the small, such changing makeup of the communities we live in and the vast transformations of how we interact with one another in the information age.

However, the collection is not political statement but much more an attempt to capture a concept that is innate to everyone but can be so different to everyone at the same time. As previous collections, the SS20 ‘Heimat’ collection starts with the designer’s own feelings and experiences, living as a South Korean immigrant in Switzerland for the past four years. Throughout the journey of designing the collection, numerous interviews with sewers, models, photographers, and other helping hands were conducted about the theme and each were asked what ‘Heimat’ meant to them. These individual stories had one common denominator: ‘Heimat’ may be connected to a place, but much more often it is connected to a feeling of ‘comfort.’ The collection takes this up with the typical NINA YUUN avant-garde, feminine, understated but chic style, in which subtle aesthetic references to ‘Heimat’ can be found.



**“For me ‘Heimat’ is not vested to a place and therefore ‘internal’ and nobody can take away this feeling from me,”** says *Chineye* (33 years), Nigerian-Swiss, mother of two and who wears pieces of the FW19 collection “Swirl: The Myth of Authority”. (Photo: Janette Gloor)

Read all interviews here: <https://www.ninayuun.com/blog>

For the SS20 ‘Heimat’ collection, NINA YUUN partnered up with the Swiss-Korean jewelry and accessory designer **hana kim** (based in Zurich), whose own work has been shaped by her journey to explore her Korean heritage. The collection’s jewelry is inspired by NINA YUUN’s calligraphic print patterns and the floating silhouettes of the clothes. the fluid forms are reflected in the jewelry.

hana kim uses only sustainably sourced materials such as recycled silver and gold from LBMA certified members.

The NINA YUUN SS20 ‘Heimat’ collection will be presented at the **16<sup>th</sup> edition of Mode Suisse** on Saturday, August 31, 2019 in Zurich (at Allgemeine Berufsschule Zürich, Sihlquai 87), Switzerland. Please reach out to [press@modesuisse.com](mailto:press@modesuisse.com) (cc. [info@ninayuun.com](mailto:info@ninayuun.com)) if you haven’t received an invitation from Mode Suisse yet and would like to see the collection live on the catwalk.

Furthermore, NINA YUUN will again be present at the **DACH showroom** in Paris (18, rue Perrée), from September 20-25, 2019. Please send an email to [showroom@modesuisse.com](mailto:showroom@modesuisse.com) (cc. [info@ninayuun.com](mailto:info@ninayuun.com)) if you would like to make an appointment.

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Campaign hashtags:

#ninayuun #ninayuun2020springsummer #Heimat #ninayuunxhanakim #ModeSuisse16 #ModeSuisse

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## NINA YUUN

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