

S#F: Elegance in Life, Everyday.

The Beginning

German-born Sonja Fritschi studied fashion design and trained as a clothing seamstress at the Swiss Textile College in Zurich. In 2006 she graduated with flying colors at the top of her class earning her degree as a Fashion designer.

Her eclectic creativity is fueled by everyday situations and graphical impulses. With playful virtuosity, she creates designer fashion apparel that fits in a space somewhere between coolness and elegance.

Sonja Fritschi has lived in Switzerland since the year 2000.

The Label

S#F was founded in 2008. Very soon after, fashion-conscious women in both Switzerland and abroad discovered the aspiring fashion label.

The spotlight is on the customer. The customer's best features and femininity are enhanced by each particular cut. One can see that the focus is clearly on individuality.

The label combines gracefulness with a touch of rakish charm; it provides a provocative elegance that creates an expression for confident women who have a flair for trends. Ultimately, the label is a unique collection far away from typical mass-produced clothing.

The Style

Each creation flirts with the unknown. Limits are pushed in a subtle way that reinforces the idea that there is not one seam, or pleat that was placed purely coincidentally.

The collections originate from a vision to break rigid forms. The intention is to interpret fashion in a new way by placing well-known patterns into an unfamiliar context. The result: a homage to linear design that is intriguingly brought to fruition.

The distinguishable characteristics of S#F are the deliberate details which have been reduced only to the essentials. This brings a refreshing simplicity, with a touch of extravagance, without appearing to be exaggerated.

Sophisticated elements such as folds, gatherings, special printing techniques or accent colors are applied and add a unique style to the collection. Muted colors, selected materials and clean lines are the constants, which always accompany the label.

The Philosophy

S#F knows how to track down the zeitgeist beyond the fashion trends. S#F creates a unique look that flatters women in their twenties as well as fashionable women in their fifties. From morning to night, whether in the office or at a fancy gathering, S#F always suits the occasion.

All garments are manufactured in small production runs in Germany.

The Studio

Since 2008 Sonja Fritschi has been running her own studio and showroom in Basel (Switzerland). The clothing has been successfully presented and sold at international fashion events and exhibitions. The collection is available and can be found in selected stores.

Contact:

S#F

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