

# WORLD TRAVEL

MAGAZINE

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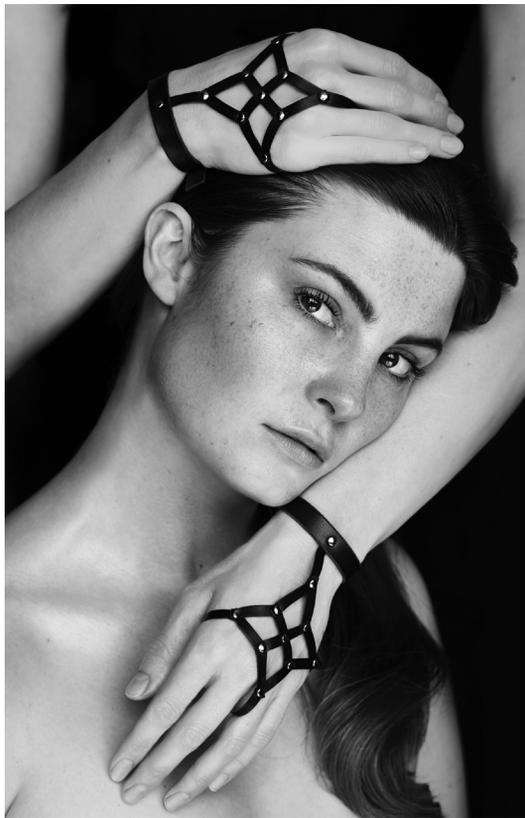
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Lovely Little Sister*

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# Yvonne Reichmuth on Inspiration & Timeless Beauty

By Laura Elliott

*“Leather has this magical attraction—its skin is sensual and sensitive; real, and honest, becoming more and more beautiful over time.” — YVY*

Voted the best Alpine spa in the world, you will definitely want to put Vals on that bucket list of yours. We always look forward to lavishing some much-needed me-time while escaping from our hectic lives, never too busy to indulge at fairy-tale destinations.

Her tagline is Swiss Leather Luxury, but Swiss precision might be more accurate and this explains a lot about why she doesn't feel the need to relocate somewhere iconic like Paris or Manhattan, preferring to stay close to her roots and her inspirations.

But, why leather? Her answer revealed a love affair with the material. “Leather has this magical attraction—its skin is sensual and sensitive; real, and honest, becoming more and more beautiful over time.”

Speaking of time, we asked Yvonne about her earliest inspiration creating fashion during

her childhood. She shared a little story about longing. “When I was a child, I remember desperately wanting a long leopard coat. I convinced my mum to buy me some fake fur and I hand-stitched some panels and tubes together. It's funny to think about that now. Over twenty years later, I still love to wear a leopard coat.”

From piecing together leopard coats in childhood to her latest collection called BRUT, we wanted to know what mantra she might use to describe the heart and soul of the garments—“BRUT proves that raw can be beautiful, androgynous can be sensual, and minimalistic can be spectacular.”

Interested in where we might drink some Brut while wearing it too—we'd been on the edge of our seats waiting to ask her about some of Zurich's spectacular hidden gems, off-the-beaten back excursions and pick for best restaurant.

“I often take visiting friends to dinner at the restaurant Schönau, close to the simple-chic Greulich hotel. For a day in the city, you can find one-of-a-kind designer pieces at the Boutique Tasoni and enjoy a stroll along the river and in the old town of Niederdorf.” Otherwise known as Zurich's Old Town, enchanting Niederdorf will find you shopping by day and enjoying world-class nightlife until dawn.

After asking about Yvonne's latest guilty pleasure, she offered something simple and seductive, “A Bloody Mary at the iconic Kronenhallebar.” Sipping our favourite cocktail at one of the most legendary bars in the world where artists, designers, and literati have rendezvoused since the 1920s? We'll have two, thanks. ■



**S**ure, Yvonne Reichmuth's incredibly cutting-edge, world-class structural fashion stuns, but did you know her indulgent, sophisticated design is just the tip of the iceberg that is her luxurious sensibility? We go deeper with YVY to see what drives this iconic designer and learn about her tips for touring the hidden gems of Zurich.

With theatrical styles that shine the spotlight on the female form, she's been a favourite of the world's top celebrities like Kristen Stewart, Katy Perry, Kylie Jenner, Eva Longoria, Shakira, Janelle Monae, Ciara, and actress Lydia Hearst. They've worn everything from hats and belts, to snake corsages and skirts hand-crafted out of luscious materials including the finest Italian suedes, using eco-friendly vegetable dyes.

Far from fast fashion and light-years away from mass-production, YVY specialises in heirloom pieces that evoke the romantic and historical, reflected in the architecture that inspired them. So which Swiss architects might serve as an inspiration for her today?

“Peter Zumthor's work is beautiful, clean and elegant. The thermal baths in Vals is definitely worth a visit,” she said. Indeed.



**Clockwise from top left**, Yvonne Reichmuth surrounded by the Star Handpieces (these were worn by Taylor Swift and Shakira as well); The Crystal Cape, the key piece of the collection, made out of Italian vegetable tanned leather and 11 meter of handsewn Swarovski crystals; The leather hat and Bra – made with the softest lamb skin and Italian vegetable tanned leather; The Suit Coat, worn as a dress, with the Brick Corsage in shiny leather (has been worn by Katy Perry), all from BRUT Campaign

Photographs by Karime + Oliver & Sven Bänziger