



Sandra's Closet

BY SANDRA BAUKNECHT

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Modestrom #110 – Poetry and the City

🕒 OCTOBER 2ND, 2011 📁 ACCESSORIES · ALL · DESIGNERS · SHOPS

🏷️ TAGS: BIBIANA STOECKLIN-BRUDERER, BY MALENE BIRGER, EDITION POSHETTE, GABRIELLE MAZURCZAK, INÈS & MARÉCHAL, ISSA LONDON, MODESTROM #110, NINA RICCI, SEEFELD, SIMONE BENDIX, VINTAGE, ZURICH



Zurich has got a new shopping oasis in the Seefeld quarter: Modestrom #110. Bibiana Stoecklin-Bruderer and Gabrielle Mazurczak have opened this weekend their second store that is filled with beautiful pieces from **Nina Ricci** (love!, the handbags and the prints are among my season's favourites), **By Malene Birger**, **Inès and Maréchal** and **Issa London** among others.

Modestrom #110, Seefeldstr. 110, CH - 8008 Zurich, phone +41 43 499 93 93 (new!)
Modestrom #53, Feldeggstr. 53, CH - 8008 Zurich, phone +41 43 499 91 91



Dream team: Bibiana Stoecklin-Bruderer and Gabrielle Mazurczak

The two lovely ladies have a good eye for exceptional beauty and carry some extraordinary things in their store which you might not find somewhere else such as **Edition Poshette** by **Simone Bendix**, an accessories collection inspired by vintage book covers, that also brings poetry into your life.





Magic fairies: Simone Bendix (to the left) with her sister.

Simone Bendix came for the shop opening to Zurich and presented her designs in an extraordinary way by telling us a fairytale-like story about how she came up with the idea: *"My fingers were always typing, pressing buttons and working, but they were actually longing for more, for fresh air, for feeling the paper of a good book and for the sensation of a soft fabric. One day, a butterfly came by and showed me the way..."*



The beautiful brunette captured the audience immediately. No wonder as she used to be a well-known Danish actress. Today, she lives with *Kasper Winding*, who was previously married to *Brigitte Nielsen*, and their two kids in Paris.



Being a phenomenal artist, Simone creates original prints inspired by old book covers and transfers them onto accessories such as clutch bags, wallets and more. Her romantic, **vintage-inspired designs** come with a very unique shape and style. To add to their sense of literary universe, **Simone numbers her creations and gives them evocative poetic names** such as *"Mes Cartes À Jouer – May Good Fortune Find You"*.





I found a lovely poem about her collection on her [website](#). Please check it out, you can flip through the products similar to pages in a book.

IDEA

*Like all things of beauty,
this object that you now hold in your hands
began life as an idea.*

*The i.de.a. - from the Greek word for form or pattern -
begins in the mind.*

*Rubbing against our experiences, gaining in patina,
our ideas push upwards to find the light of day.*

*This Edition Poshette, a distillation of my ideas,
tastes and memories, is now yours...
Yours to cherish as a thing of beauty
on which to leave the marks
of your own precious experience
and with which to live your own ideas
to the full.*

Modestrom #110 carries a large selection of Edition Poshette along with many other fabulous pieces. And if the good fortune finds you, there will be nothing to keep you from shopping...

See you there!

LoL, Sandra



Beautiful display of Edition Poshette at Modestrom #110



Photos: © Sandra Bauknecht