

Profile: Kazu Huggler



KAZU HUGGLER is one of a new generation of fashion designers making waves in the fashion and art scene today.

Keeping time with the ever moving and ever-changing world of fashion has not deterred Kazu; she has maintained momentum and does so with effortless poise. Kazu steadily developed her label in less than five years by adding ready-to-wear and sterling silver to her already successful custom-couture line. Her "eye" for fashion is unparalleled and Kazu's business philosophy stresses quality in everything that bears the Kazu Huggler™ label.

Born in Tokyo to a Japanese mother and a Swiss father, Kazu was raised in both Japan and Switzerland. After completing the International Baccalaureate in Zurich, she enrolled in Tokyo's renowned Keio University where she graduated

with a dual designation degree in Japanese History of Art and Aesthetics. It's no surprise that the entire Kazu Huggler Line—Couture, Ready-to-Wear and Sterling Silver—is heavily influenced by Japanese themes—kimono patterns, ancient printmaking, Japanese aesthetics, and traditional attitudes/philosophies of dressing. While most of Kazu's inspiration comes from her strong Japanese background, her designs are geared for the global marketplace.

After a stint in the marketing and sales department of Fabric Frontline Zurich where she was responsible for introducing Swiss products to the Japanese market, Kazu developed a budding interest in fashion. Her background in art made the transition seamless so Kazu enrolled in the Swiss University of Art and Design (Hochschule für Gestaltung). Two years later, 1999, Kazu departed for London's famous Central Saint Martins College of Art and Design—whose alumni include such celebrated designers as Alexander McQueen, John Galliano and Stella McCartney. While in London, Kazu apprenticed with Vivienne Westwood and had her work featured at the Central Saint Martins Press Show and at the highly esteemed exhibition Fashion in Motion at the Victoria & Albert Museum in London.

Back in Zurich, Kazu began to build up her label and immediately began making news. Her past promotions include the IGEDO Company that featured her Autumn/Winter 2004/2005 collection at the CPD Tradeshow and she was one of several designers in the 2004 La Redoute-sponsored The Best of Swiss Fashion Tour in eight Swiss cities. In the same year, Kazu collaborated with artist Cosima von Bonin on a single exhibit at Kunstverein Köln and won the first prize for the Olympus International Fashion Award at the renowned GWAND Fashion Festival.

Kazu Huggler is an authentic Japanese-Swiss fashion designer. She is no stranger to textiles and creates original prints and designs for her ready-to-wear collections. Each print has a distinct Japanese connection and symbolizes the many elements that inspire her at the time of its creation. Kazu identified and honed these traits early on in her fashion career; she coupled her textile knowledge with her design acumen to build a successful reputation as a custom couture designer before branching out into ready-to-wear and sterling silver. Today, Kazu is known as a high-end couture designer in Zurich where she spends half of her time designing clothes for many Swiss and international celebrities, diplomats and VIPs.

The unveiling of Kazu's sterling silver Egg Bag and Manga Bag was a special moment in time that captured art connoisseurs and fashionistas around the world. Kazu, whose strong artistic sensibility started in her Japanese home (where her mother worked as a curator and also served as a long-time patron of the arts), knew that fashion and art complimented each other. She decided to expand her label into high-end accessories by pulling on the best of both forms and, on December 1, 2006, at Gallery Naruyama in Tokyo, Kazu realized her dream when her exquisite bags were launched as both "objet d'art" and functional evening bags. Also in Kazu's Sterling Silver Collection are animal key rings and the Supernatural Deer that Walks on Water—designed in collaboration with Kazu and artist Yoshimasa Tsuchiya.

Kazu's Sterling Silver Line is sold at Gallery Naruyama in Tokyo and her Couture Line is available for showing by appointment at her showroom in Zurich. Also in Zurich, Kazu's Silk Collection is available at Fabric Frontline at Lichthof Bahnhofstrasse 25, while her Ready-To-Wear Line sells in Globus, Heimatwerk and other fine boutiques in Switzerland. Her custom print scarves are sold at Japan Society Shop in New York City.

Kazu Huggler currently resides in Zurich with her family and she travels frequently to Tokyo.

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