

About Yannik - Transcript

Growing up queer in a small Swiss town of only 700 people, I was forced to stand out from a very early age. There's not much blending in when you're nearly two meters tall and restless! Familiar with the oppressive constraints of the status quo, I felt my identity attacked on all fronts, and was eager to champion a future where people were free to actualize themselves.

We should be living proof that you don't have to focus on just one ideal. You can reconcile many goals: fair working conditions, inclusion, conscious and circular fashion, socio-political ideologies, and at the same time create a high-quality world that meets the highest of standards.

And this is how maison blanche began: As an indefatigable pursuit towards a world where no goal is too far and we do not have to compromise our livelihoods for fashion. It was never an option for us to serve the broken industry of luxury fashion or the volatile conditions of the fast fashion arena. Amongst the perfect storm of Covid-19 lockdowns and my graduation from the University of Applied Arts and Sciences FHNW Basel in Switzerland, we formed from a need to survive.

At the beginning of my career, I asked for funding from 9 different institutions and participated in competitions promoting my own label— but was rejected rather quickly. I didn't find success until the 10th attempt, when I applied to and won design-competition show "Making the Cut," where I received a cash prize and a distribution contract to achieve the very first production of maison blanche!

I invested all of my money into building the world of maison blanche, where the previously proclaimed "impossible" became possible, and a label of equity, advocacy, and sustainability was born. In a bold adherence to my values, we cut ties with Amazon after winning their distribution deal to pursue the values of our label tenfold. maison blanche previously embarked in a partnership with Amazon Studios to bring our vision to a wider audience through our inaugural collection. However, we have since parted ways due to a misalignment of values that are crucial to the ethos of maison blanche. While this partnership provided initial exposure, we believe in the importance of upholding our principles and maintaining control over our production processes. and that's why we're asking *you* for investment! So we can continue to build the revolution free from the constraints of a major conglomerate.

Just as uncompromising with myself growing up in the small Swiss village, I maintain those same values of rebellion when it comes to challenging our current production norms.

Circular fashion is the only future I want to imagine. Therefore, I always say: If you really want to succeed— have no plan B. Put all of your efforts into what you believe.

And we're asking you to do the same!