

THE MAKING OF A MODERN BRAND

How to stay ahead of the
game in the 21st century

Winkler has launched
a range of bags under
the Edition banner, using
Moyard's own textiles
and working with Fabien
Baudin of experimental
Swiss fashion label Prism.

Next autumn, Winkler is
hoping to add an upholstered
furniture collection to
Moyard's repertoire, again
designed by Olivier Rambert
and Singal Mösch.

Plans are afoot to convert
part of the Moyard
warehouse into a
photography and design
studio and gallery space.

Determined to turn Moyard
into a firing-on-all-cylinders
creative engine, Winkler
is also publishing a novel by
lawyer and friend Guillaume
Vionnet and planning a
series of monthly concerts.



Latest edition

Swiss furniture store Moyard has turned
designer with a collection all of its own

PHOTOGRAPHY: DANIELA & TONATIUH WRITER: NICK COMPTON

Established in 1821 in the Swiss town of Morges, Moyard is a furniture and design store that covers a lot of bases, from a reproduction Louis XIV commode to a David Chipperfield-designed light fitting. Moyard also has a workshop of 11 craftsmen busy restoring everything from 19th-century French to midcentury Danish. Now current head of the family operation Mathieu Winkler has decided to keep them even busier, producing an eight-piece contemporary collection called Noch Ein ('One More'). It's the debut of what he's calling Edition by Moyard; a collaboration, in this first outing, with Swiss designers Olivier Rambert and Singal Mösch. The pieces are built to order from local woods using no nails or screws, and can be scaled up or down on request. editionbymoyard.ch



DESIGNERS OLIVIER RAMBERT (LEFT) AND SINGAL MÖSCH (RIGHT) WITH FORMER HEAD OF THE COMPANY JEAN WINKLER AND HIS SON MATHIEU WINKLER (CENTRE), WHO TOOK CHARGE IN 2004. THE NEW COLLECTION INCLUDES FROM TOP LEFT, A CONSOLE, A COAT HANGER AND A SERIES OF TABLES, MADE TO ORDER FROM LOCAL WOODS SUCH AS SWISS OAK AND WALNUT. ADDITIONAL MATERIALS, SUCH AS THE GLASS AND NICKEL- OR BRASS-FINISHED TABLETOPS, ARE MANUFACTURED BY LOCAL CRAFTSMEN