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# GIARDINO

PRESS RELEASE

## The «Giardino» becomes a Runway

Ginny Litscher unveils her new collection  
at Hotel Giardino Ascona



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## HOTELS

### THE «GIARDINO» BECOMES A RUNWAY – GINNY LITSCHER UNVEILS HER NEW COLLECTION AT HOTEL GIARDINO ASCONA

Ascona, 8 May 2025 – What happens when two worlds meet, each defined by aesthetics, sophistication and sensuality? On 16 June 2025, Hotel Giardino Ascona will demonstrate how haute couture and high-end hospitality can converge into an experience that transcends the ordinary. In an exclusive collaboration with Zurich-based fashion designer and artist Ginny Litscher, the hotel's lush Mediterranean garden will transform into the setting for an extraordinary production – a fusion of fashion, art and refined hospitality.

Nestled in the gentle landscape of Ticino, the hotel's magnificent garden – complete with an idyllic lily pond – will serve as a vibrant stage for Litscher's latest collection. Her creations go beyond fashion: they are kinetic artworks, textile narratives of opulence and finesse. Amid lemon and olive trees, each design takes centre stage within a Gesamtkunstwerk of light, colour and atmosphere.

#### The Art of Fashion as Storytelling

A graduate of the prestigious Central Saint Martins in London, Ginny Litscher is celebrated as a visionary working at the intersection of illustration and fashion. Her collaborations with iconic names such as Alexander McQueen, Vivienne Westwood and Diane von Furstenberg, along with her own line of silk scarves, have garnered her international acclaim – including praise from the likes of Lady Gaga, Keira Knightley and Florence Welch.



Ascona Minusio-Locarno Champfèr-St. Moritz

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Litscher's style is unmistakable: what appears playful and classical from afar reveals coquettish detail, provocative flourishes and a striking artistic depth upon closer inspection. Each creation begins as a large-scale drawing – intricate, expressive and rich in narrative – before being transformed into a textile artwork. The result is wearable poetry: delicate yet powerful, sensual yet self-assured.

### **A Sensory Narrative – Where Fashion Meets Hospitality**

This presentation will be no ordinary fashion show. It will be a narrative experience – inviting guests to immerse themselves in a world of emotion and enchantment. Surrounded by Mediterranean nature, light and creative energy, an atmosphere is created that appeals to every sense.

The evening will be accompanied by a culinary experience at the restaurant Hide & Seek, curated by Sicilian head chef Francesco Leone. Known for his instinctive grasp of flavour and contrast, Leone interprets the fashion show through gastronomy – refined, surprising, and brimming with Mediterranean finesse.

Guests will encounter far more than fashion alone – they will witness a holistic work of art that celebrates the fusion of couture and hospitality in its most captivating form. An experience of sensuality and sophistication, brought to life through design, ambience, artistry and innovation.

**Places for this exclusive evening are limited – a rare opportunity for those who wish to witness the symbiosis of fashion and refined hospitality at its most inspiring.**

### **About the Giardino Group**

The Giardino Group comprises three distinctive properties: the five-star hotels Giardino Ascona and Giardino Mountain in St. Moritz, as well as the boutique hotel Giardino Lago in Minusio, near Locarno, nestled along the shores of Lago Maggiore. During the summer season, the Engadin-based Giardino Mountain adapts its concept to a bed & breakfast without star classification, catering to the needs of summer guests.

Internationally acclaimed for its culinary excellence, the Giardino Group is home to the renowned Ecco fine dining restaurants, led by chef Reto Brändli. Known for his refined craftsmanship and innovative approach, Brändli continues the legacy of exceptional gastronomy at both the Ascona and St. Moritz locations. The hotels' second restaurant concept, Hide & Seek, celebrates innovative, light, and flavorful cuisine crafted from regional ingredients. Meanwhile, Ristorante Lago at Giardino Lago draws inspiration from Italian culinary traditions, reinterpreting classic dishes with a modern and refined approach.

Since 2016, the Giardino Group has also been a pioneer in holistic well-being, with dedicated Ayurveda centers in Ascona and St. Moritz. Guests can further indulge in relaxation at the dipiù Spa, featuring the exclusive in-house dipiùcosmetics line, alongside premium products from Aveda and QMS.



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