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Textile entrepreneur produces masks for individuals, freelancers and companies



Zurich/Basel (ots) - Purchased once, usable for months: instead of disposable masks, the Swiss textile entrepreneur, Sophie Chiquet, has her sights on sustainability. She designs washable hygiene masks with filters for individuals, freelancers and companies - customized as requested.

Will people be required to wear masks in Switzerland once the lockdown eases? The Swiss textile entrepreneur, Sophie Chiquet, is not waiting for the answer to this question from the Federal Council but is taking a proactive approach. She has launched a new business line for washable hygiene masks to pave the way for companies, employees, individuals and students into the new everyday reality of the corona virus.

Cheaper than disposable masks because they are washable and reusable

She would not have been true to the "Made in Switzerland" success story if Sophie Chiquet had "just" retooled for the production of masks. There is more to the masks she produces: the up to three layers of mouth and nose protection come in a practical bag that can also be used as a glove while on the go and a wash bag at home. The set also includes a textile marker for labelling the masks, a definite plus in shared households. The bag, filter and masks can be washed at 70°C and used again and again. "The bottom line is that they are significantly cheaper than disposable masks - besides the environmental benefits," pointed out the quality-conscious entrepreneur.

Available now, produced in Switzerland and the EU

With her swift action, solid craftsmanship, creativity and production expertise gathered in the course of 22 years in business, Sophie Chiquet shows that even the most challenging of crises can become an opportunity. The first two packs for companies, freelancers and families will be ready for ordering in the newly launched webshop www.cqprotectiveclothing.ch from 16 April 2020.

The practical mask sets are in stock and ready for delivery in Switzerland. On request, Sophie Chiquet can also imprint the hygiene masks with a corporate logo or message, or custom design them - one of her key skills from her existing work wear business.

The hygiene masks are available in three sizes offering top comfort for adults and children alike. Sophie Chiquet intends to continuously expand her range according to customer feedback and the latest scientific findings.

No competition for caregivers

The sustainable, reusable masks were developed for companies, freelancers, individuals and children. These are "non-certified hygiene masks" that do not meet the FFP mask requirements, such as for those used in hospitals. Nevertheless, the hygiene masks are designed to allow wearers and those around them good protection during the gradual resumption of our new daily reality. A request for FFP certification has been submitted but may take a while before it is received.

Sophie Chiquet prefers not to waste this time and has stated her commitment: "The wearing of masks has not been an aspect of European culture up to now. In the future, however, it will become a matter of respect for co-workers, friends and customers to wear nose and mouth protection. The aim is to prevent a second wave and the spread of the virus while still slowly a way to life in the corona era."

Sophie Chiquet: From Dior to occupational clothing to hygiene masks - 22 years of entrepreneurial agility

She designed for Dior and Hermès in Paris, for Escada and Laurèl in Munich and was head designer for Fabric Frontline Zurich. Sophie Chiquet founded her own company in 1998: CQ Corporate Fashion GmbH. Her uniforms and work wear are appreciated by well-known customers from the aviation industry, catering and hotels, retail and services, as well as from industry, pharmaceuticals and banking.

Business came to an abrupt halt with the corona virus and resulting lockdown: projects were stopped, postponed or put on ice due to the pandemic. But this was no reason for the entrepreneur to take a forced break after 22 years. On the contrary, she began designing washable hygiene masks for employees, customers, students and families and produced them at her four production facilities in Switzerland and Europe. "With the hygiene masks I seek to help Swiss companies and the population take a safe step back into life after the lockdown. The protection of employees and customers will be a top priority for some time to come. The use of hygiene masks enables us to do our part for the gradual resumption of business activities and school operations without risking public health," according to the clever entrepreneur.

About Chiquet Corporate Fashion and Chiquet Protective Clothing

Sophie Chiquet founded her company, CQ Corporate Fashion GmbH 22 years ago in Zurich. The fashion designer graduated from the Ecole de la Chambre Syndicale de la Couture Parisienne, designed for leading haute couture houses and luxury labels, before she specialized in innovative workwear and uniforms and went on to study design thinking and user experience strategies. Her recipe for success: sustainable quality combined with design and FashTec, which connects information, orientation and identity both externally and internally. Sustainability, quality and great comfort also characterize her new Chiquet Protective Clothing business line: The crisis showed once again that Sophie Chiquet is a "pivot master", mastering the skill of taking something good that already exists and turning it into something new that is needed now: (personalized) hygiene masks and protective clothing that ease the way back to the new daily reality with corona for companies and individuals.

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Medieninhalte



Purchased once, usable for months: instead of disposable masks, the entrepreneur Sophie Chiquet focused on sustainability and designed a 3-layered reusable nose and mouth protection with a filter for students, companies, employees and customers - custom-printed with logos or individual messages on request, or even custom designed. More information via ots and www.presseportal.ch/de/nr/100075099?langid=2 / Editorial use of this picture is free of charge. Please quote the source: "obs/Chiquet Protective Clothing/StefanPeter.ch"

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