

fashion details



1,000 IDEAS FROM
NECKLINE TO WAISTLINE,
POCKETS TO PLEATS

ROCKPORT



Macarena

San Martin

fashion details

1,000 IDEAS FROM
NECKLINE TO WAISTLINE,
POCKETS TO PLEATS

BEVERLY MASSACHUSETTS

ROCKPORT
PUBLISHERS

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First published in 2010 in the United States of America by
Rockport Publishers, a member of Quayside Publishing Group
100 Cummings Center
Suite 406-L
Beverly, MA 01915-6101
Telephone: (978) 282-9590
Fax: (978) 283-2742
www.rockpub.com

ISBN-13: 978-1-59253-716-7

ISBN-10: 1-59253-716-2

Digital edition: 978-1-6105-8143-1

Softcover edition: 978-1-5925-3716-7

1 0 9 8 7 6 5 4 3 2 1

Publisher: Paco Asensio
Editorial coordination: Anja Llorella Oriol
Text edition: Natalio Martín Arroyo
Art director: Emma Termes Parera
Layout: Esperanza Escudero Pino
English translation: Cillero & de Motta

Editorial Project:
maomao publications
Via Laietana, 32 4th fl. of. 104
08003 Barcelona, España
Tel. : +34 93 268 80 88
Fax : +34 93 317 42 08
www.maomaopublications.com

Printed in China

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A small detail makes a big difference

The saying that small details make a big difference is certainly not new. We are all aware of the significance. In fact, in any differential marketing strategy, a product is special and different from the rest for those details that make it unique. In fashion, the same rules apply. Proof of this are those details that are now trademarks for many fashion houses such as the Chanel neckline by the French designer, which Karl Lagerfeld has reinvented year after year, and the flounces patented by the prestigious Spanish designers Victorio & Lucchino that they call “caracola.” There are also those details that have become icons of an era, such as the Gaultier’s cone-shaped corset created for Madonna’s Blond Ambition Tour, which was an emblematic symbol of fashion in the early nineties.

The history of costume shows us the important role that details have played in fashion over the years. For centuries, they have defined the distinctive features of each period and the differentiation between social classes and groups. Each moment has contributed new elements that represent an infinite source of inspiration for designers all over the world. The magic of fashion is its consistent ability to evolve, combining new materials with more traditional materials, inventing and reviving past fashions. It is not an easy task to reinterpret elements from other times and cultures, however, with careful research, many designers have been captivated by past practices and have managed to reinterpret them. Details from former times are constantly reappearing on international runways such as the Baroque Medici collar



and the Renaissance ruffled sleeves. Other details come from far-off places, made with techniques such as Japanese origami or embroidery with designation of origin, such as traditional Paraguayan Ñandutí lace or French knots.

In this book we visit fashion weeks in New York, Paris, Milan, London, Madrid, Copenhagen, Berlin, Mexico, Lisbon, Moscow, Tokyo, and many more, with collections featuring both classic and more revolutionary styles, through which we will show international trends and the most eye-catching details in current fashion. Designers such as Manish Arora, Maison Martin Margiela, Tsumori Chisato, and Kris Van Assche are featured along with some of the major names in fashion. In addition, new hopes from first class design schools bring an air of freshness to the amazing talent featured in this project. In these times of imminent globalization, the fashion industry researches and becomes immersed in the pursuit for ethnic and cultural values salvaged from remote civilizations. For this reason, we have included a selection of designers from over twenty different countries whose designs and the care with which the details are made are an example of the cultural richness that we have yet to discover and the contribution that intercultural exchange can offer a market such as the fashion industry.

Experience *Fashion Details*—a universe of details categorized into eight chapters that invite you to take a fresh look at the world of fashion and all of its endless possibilities.





COLLARS AND NECKLINES

A garment's neckline or collar is often the secret weapon to turn a simple garment into a sublime garment, which also gives the wearer one personality or another: casual, sensual, romantic, or elegant. Many of them are revived and changed according to the era. A perfect example is the halterneck, which was a runaway success for evening gowns in the thirties; then it became popular in the seventies by labels such as Halston, and at the start of this century it regained strength again. This chapter offers an extensive selection of collars and necklines

used in the latest international collections. We will take a look at well-defined models, which in themselves are the key to the whole outfit, and others that are complemented with appliqués and accessories that make the outfit stand out. They are all here, from the classic round necks, V-necks, crew necks, and turtle-necks, to boat necks, mao necks, asymmetrical, strapless, etc. Explore endless interpretations of necklines and elaborate designs that convert collars into works of art, architectural pieces, or divine jewels.



Ana Locking, S/S 2011, Cibeles Madrid Fashion Week.



001 AMERICAN PÉREZ
SPAIN



002 THE SWEDISH SCHOOL
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SWEDEN



003 ANJARA
SPAIN





004 ANJARA
SPAIN



005 THE SWEDISH SCHOOL
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006 AMERICAN PÉREZ
SPAIN





007 ELISA PALOMINO
SPAIN



008 TSUMORI CHISATO
JAPAN



009 BEBA'S CLOSET
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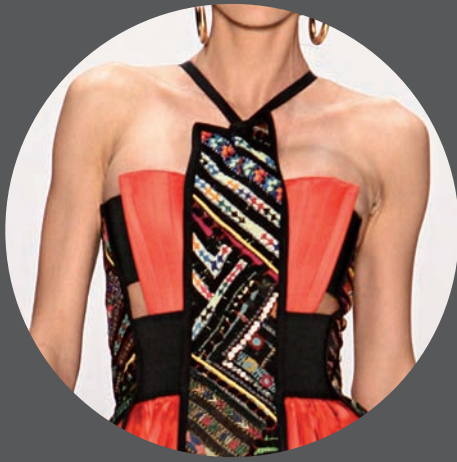


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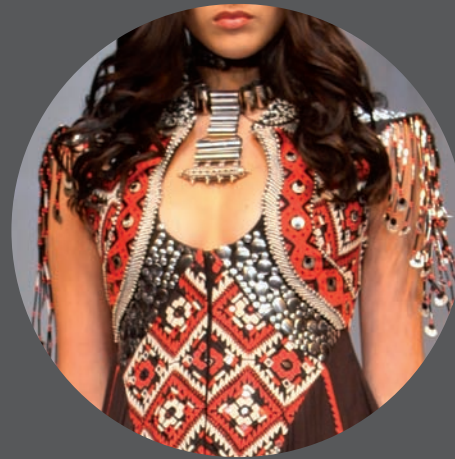




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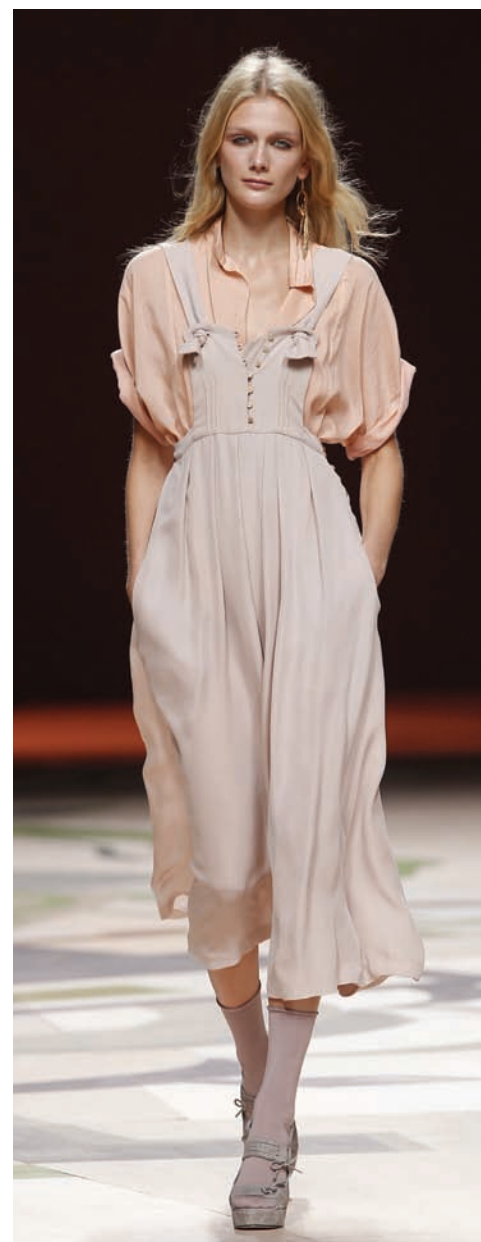
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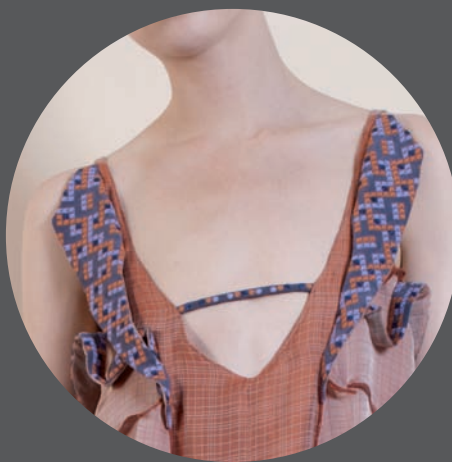


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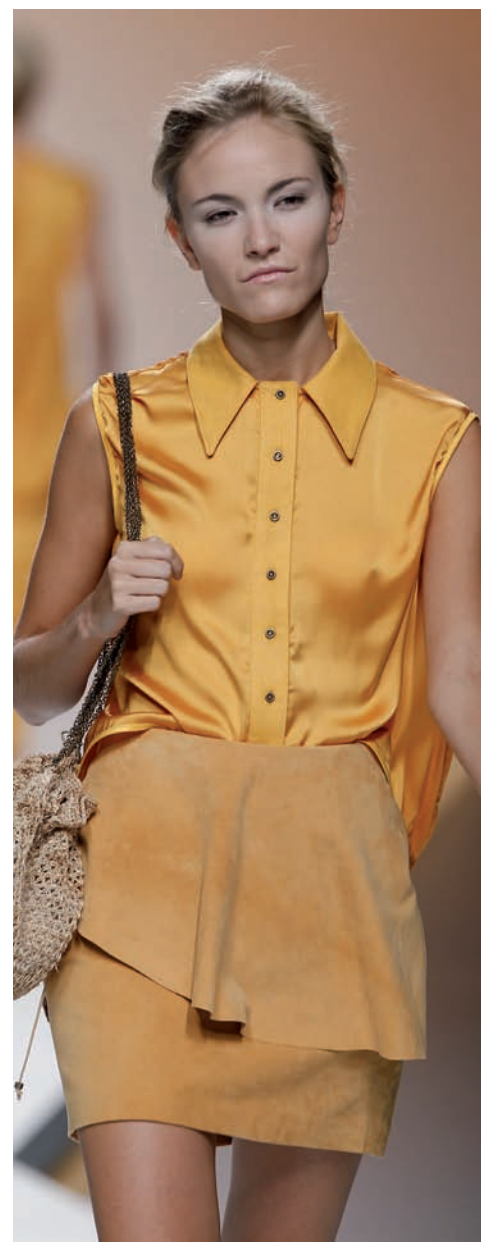
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COLOMBIA



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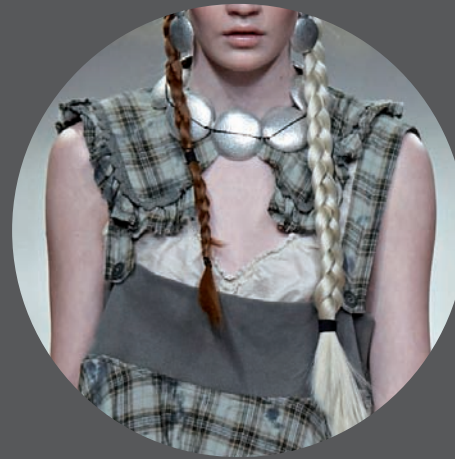




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072 NEREA LURGAIN
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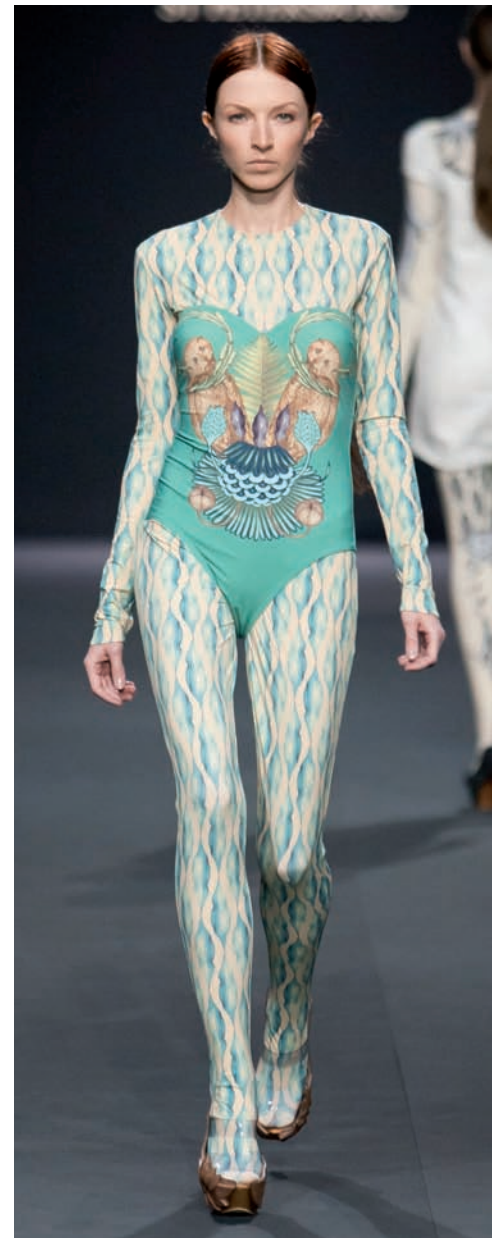
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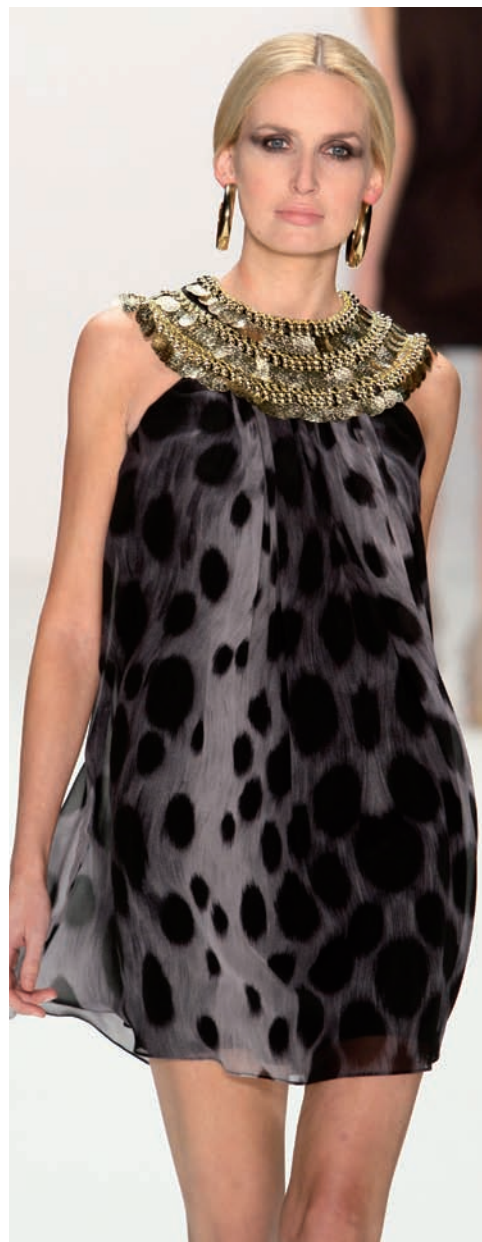
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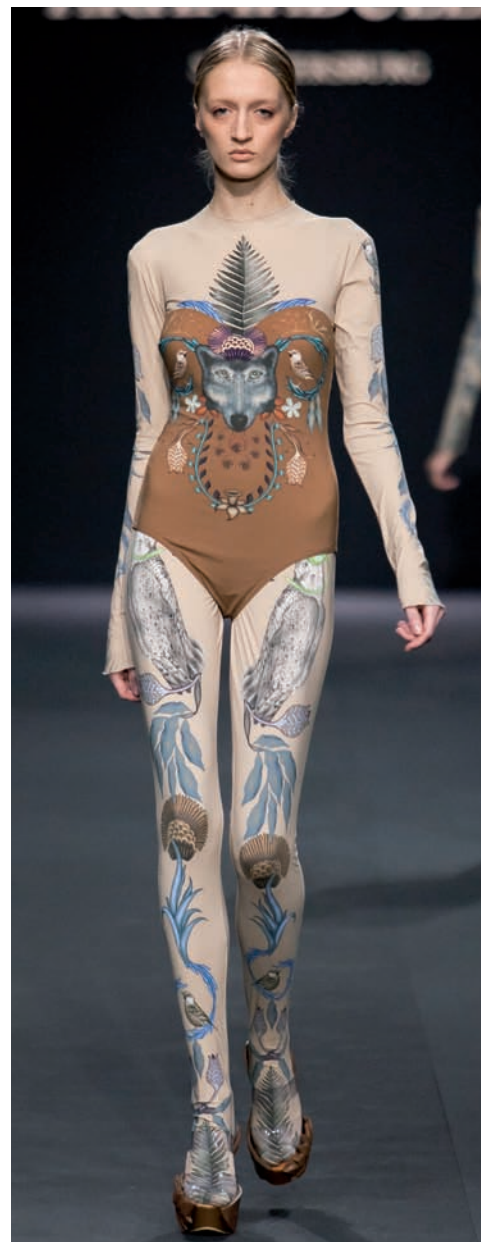
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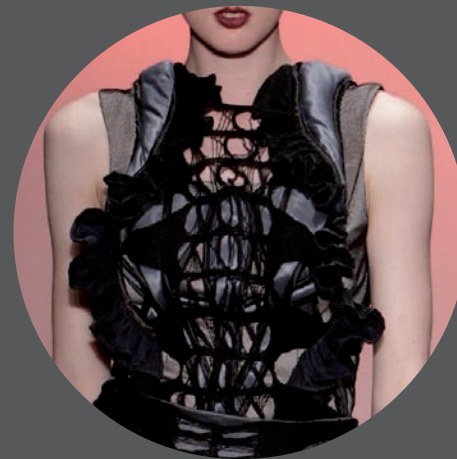
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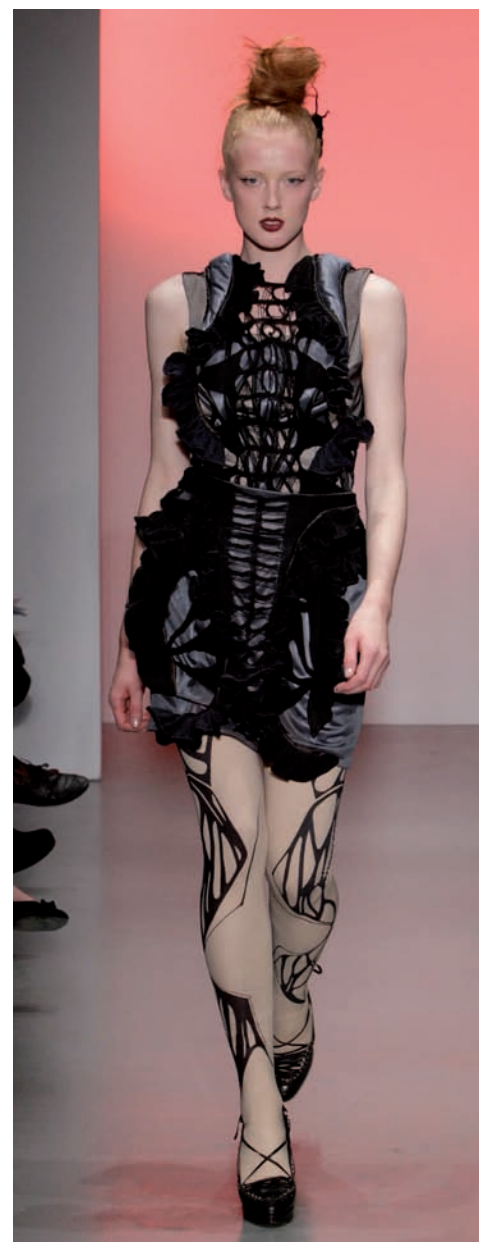
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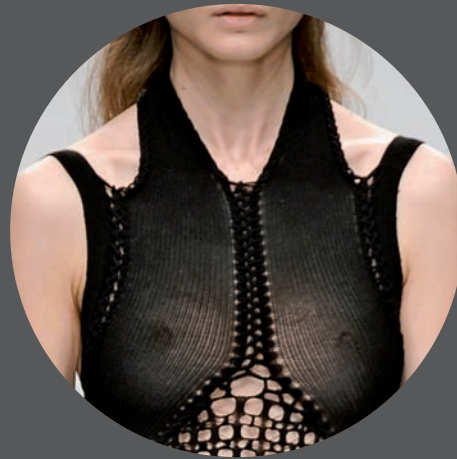




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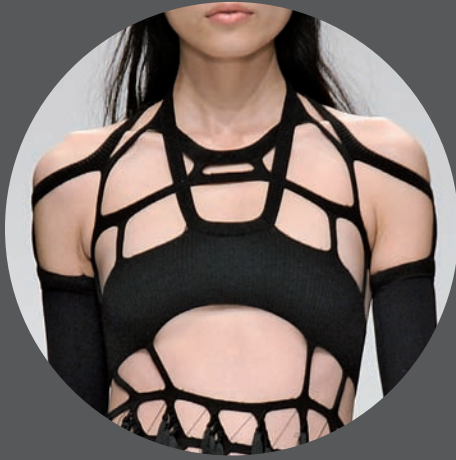
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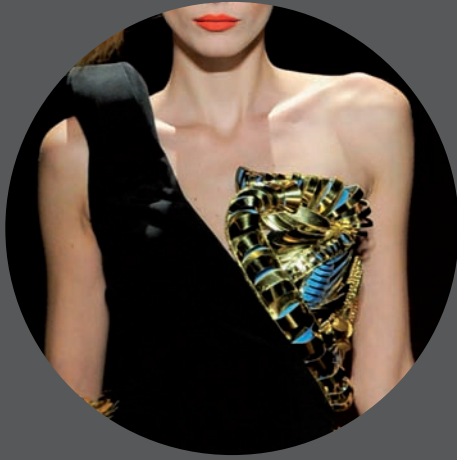
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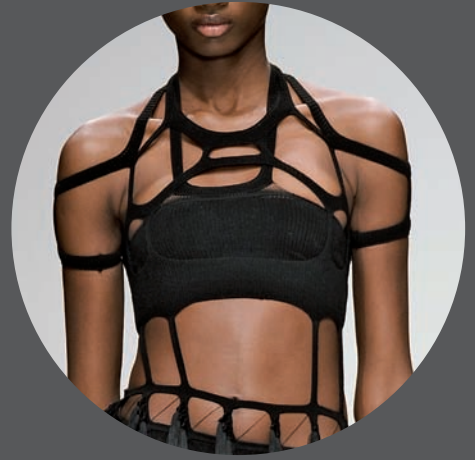
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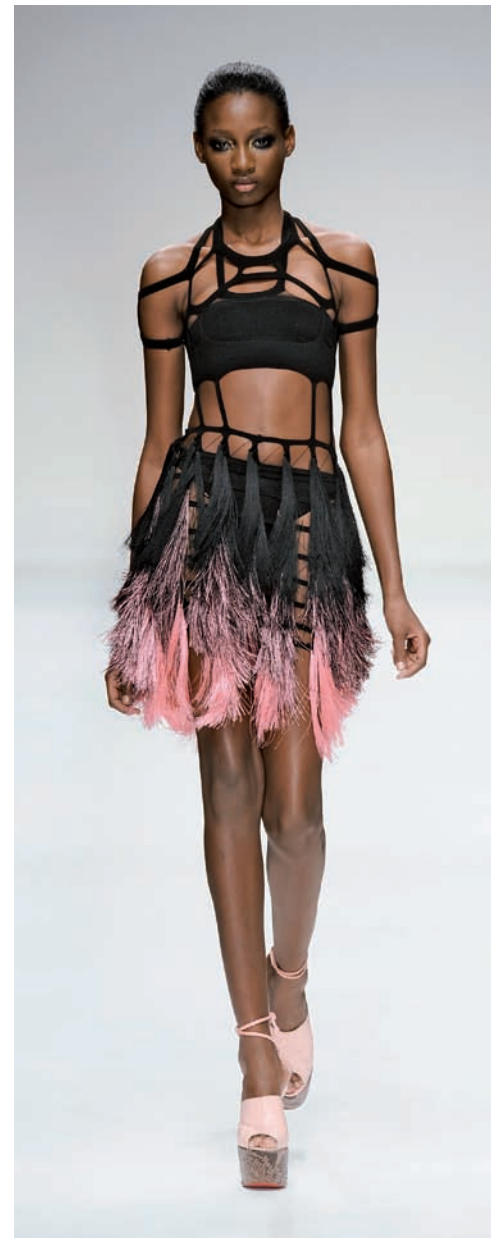
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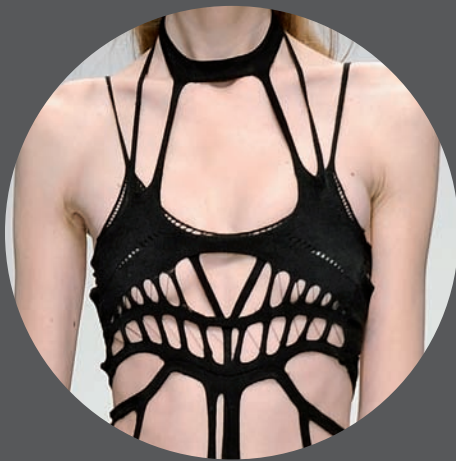


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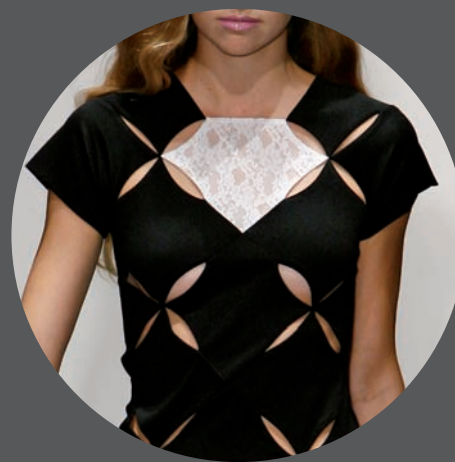
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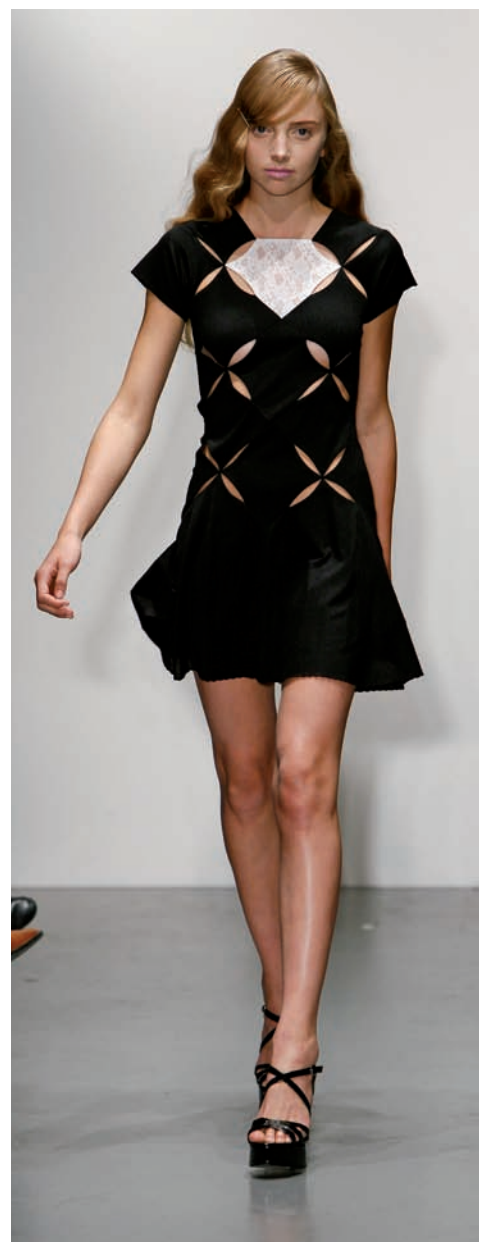
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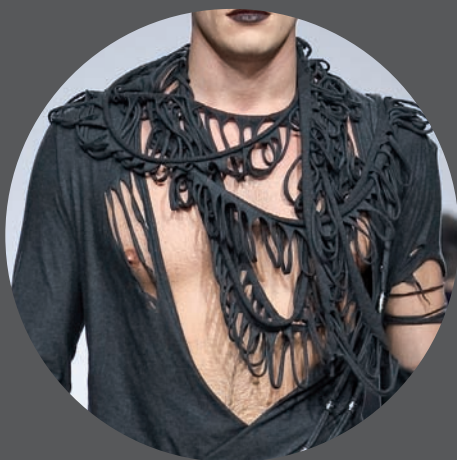


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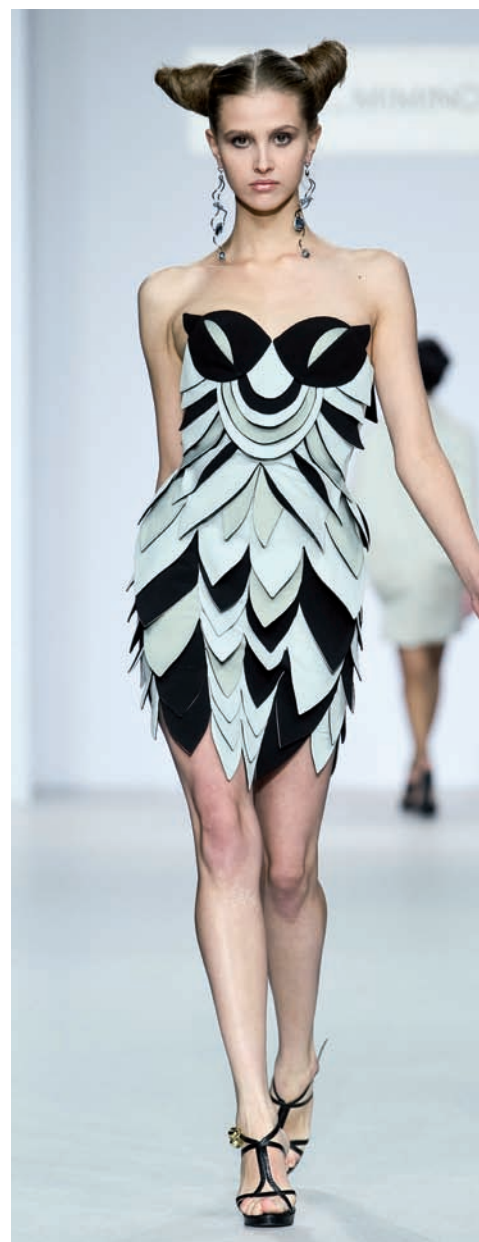
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SHOULDERS AND SLEEVES

Shoulders and sleeves have a prominent role in current trends in fashion. After the subtlety and simplicity of the past two decades, runways around the world are now inundated with the spirit of the eighties with fashion proposals that concentrate the entire volume in this area, resulting in daring designs and creative concepts that convey richness and elegance. We include the legendary, exaggerated Grace Jones-style shoulder pads, whose revival this century is attributed to the French maison Balmain,

along with so many others that border on an architectural interpretation, and those that remind us of samurai warrior armor. As for the sleeves, we see a considerable influence from this period, taking puffed, lantern, or gigot sleeves as a reference. Appliqués, epaulets, transparencies, structures, padding, and a countless number of techniques are included in the patterns of the most cutting-edge designs discussed in this chapter.





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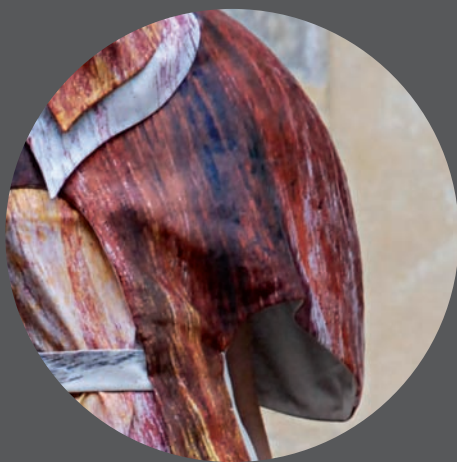


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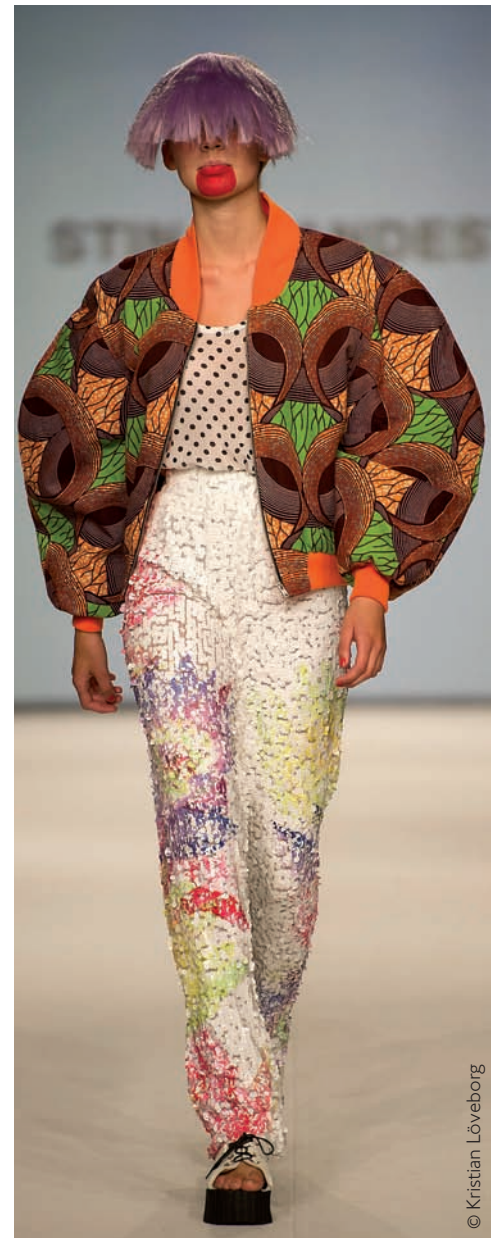
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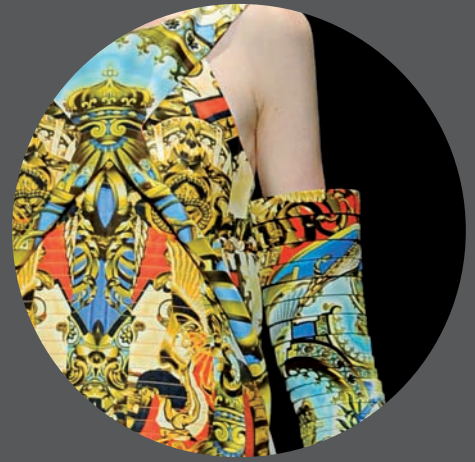
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281 MARTIN LAMOTHE
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GREECE





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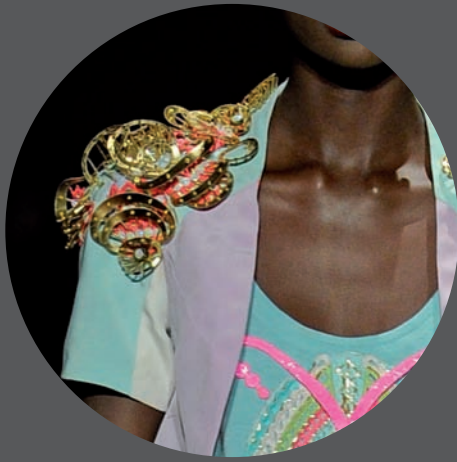


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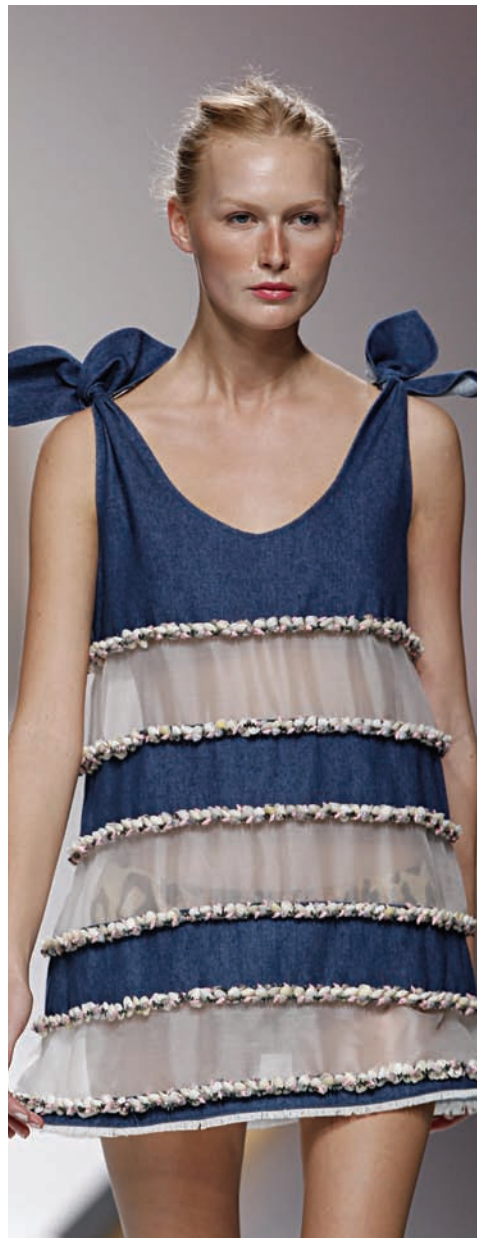
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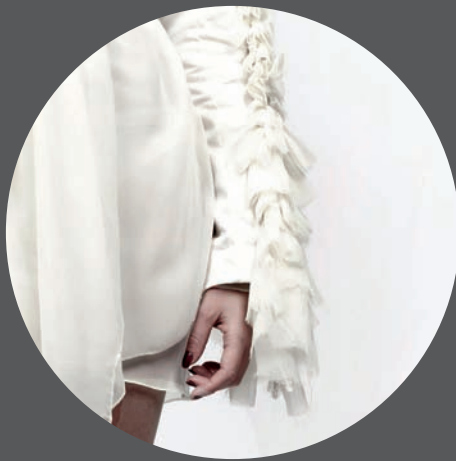
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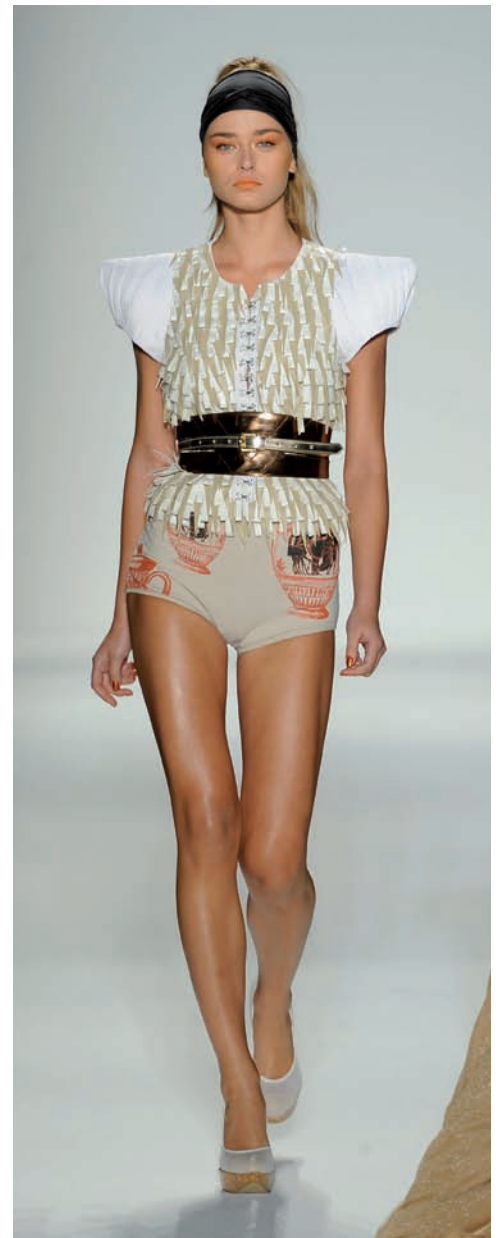
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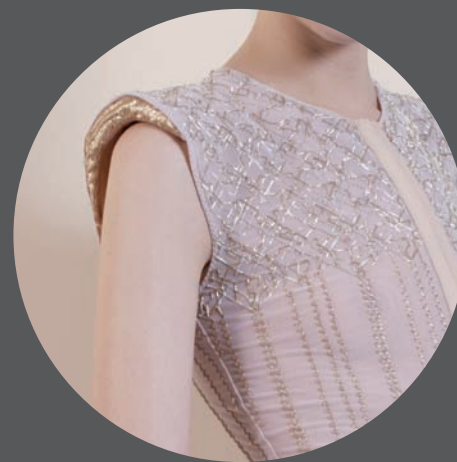




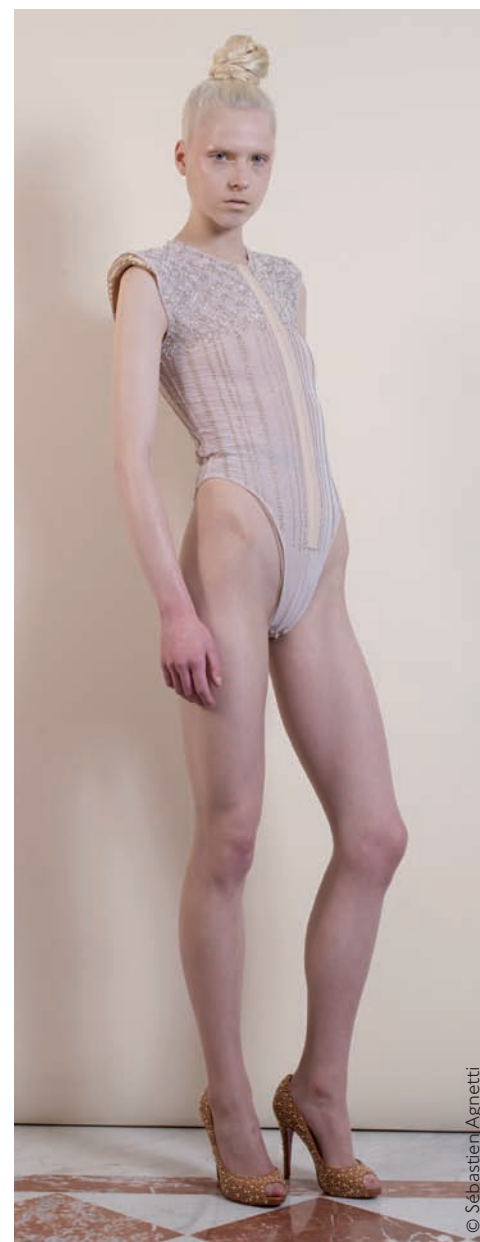
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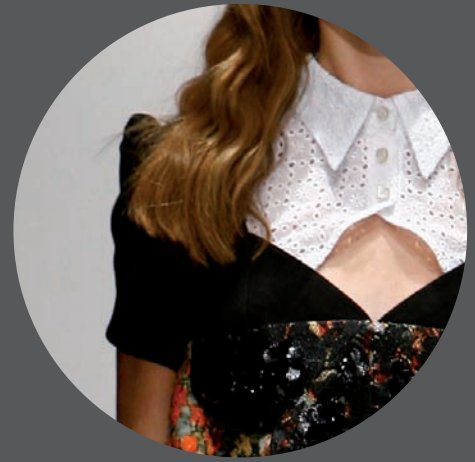
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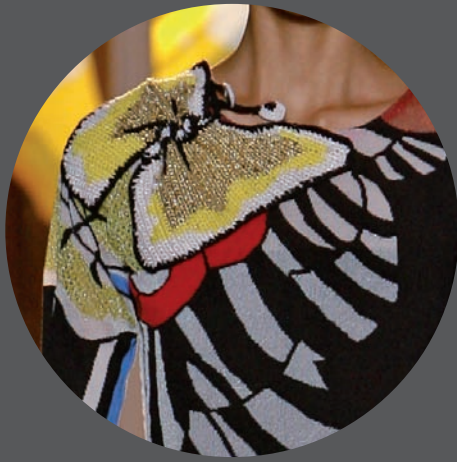
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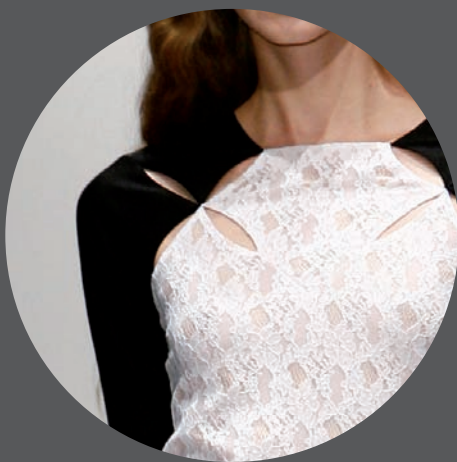


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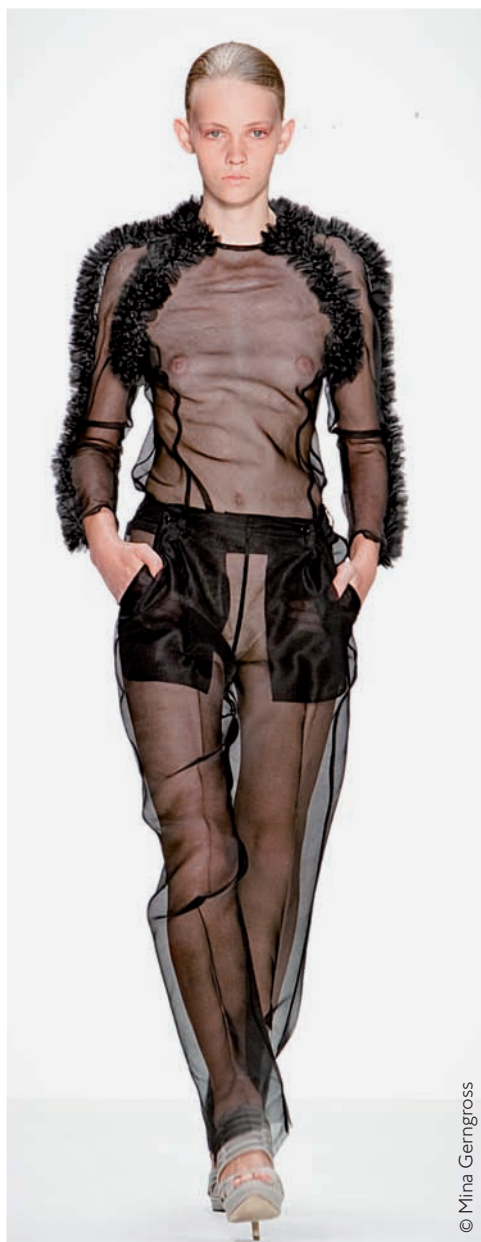
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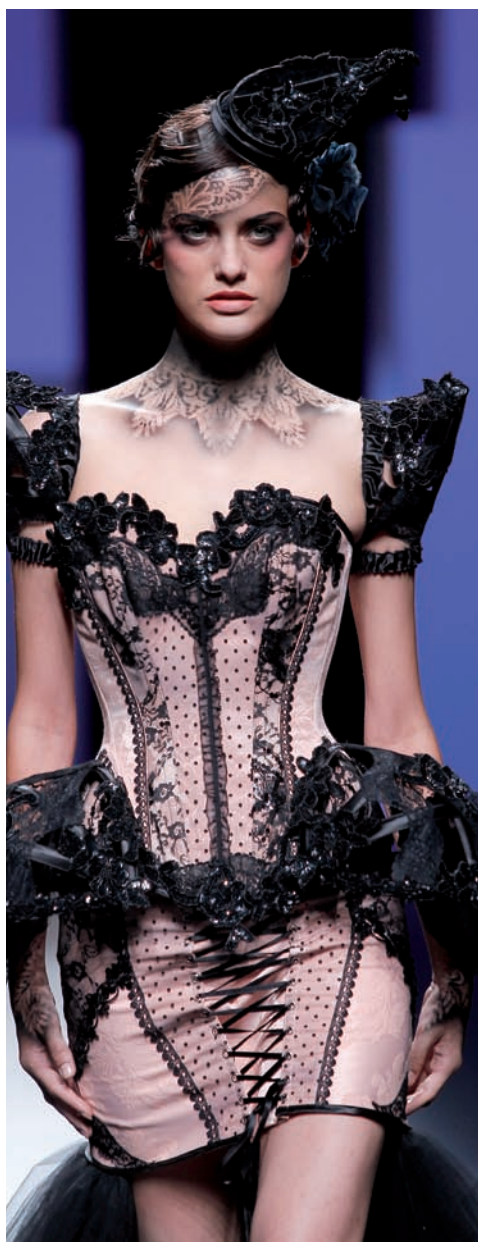
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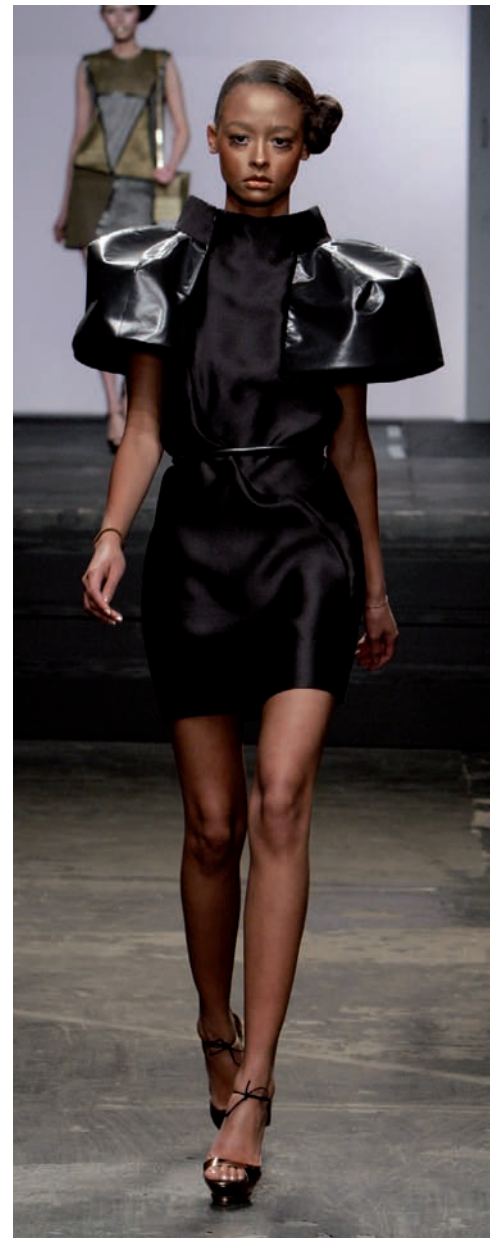
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WAISTLINES

The waistline is paramount when designing garments. Determining the shape and design of the waistline also determines the silhouette of a look. The use of waistbands causes an illusory effect in many cases: when it is not in line with the actual position of the waist, and it lies either above or below it, it can visually lengthen the legs, enhance the bust, or highlight the hips. This chapter shows the different details and shapes used by designers

in this area to enhance both the female and male figure. Some reference the forties, with very high waistlines that stylize the figure. Other models invoke the fifties, where the waist is defined in a more marked manner, balancing out the figure evenly between the hip and bust, Marilyn-style. Low waistlines, gathers, appliqués, seams, sashes, corsets, and belts complement and highlight the waistbands that are featured in this book.



Kris Van Assche. S/S 2011. Paris Men's Fashion Week. © Patrice Stable.



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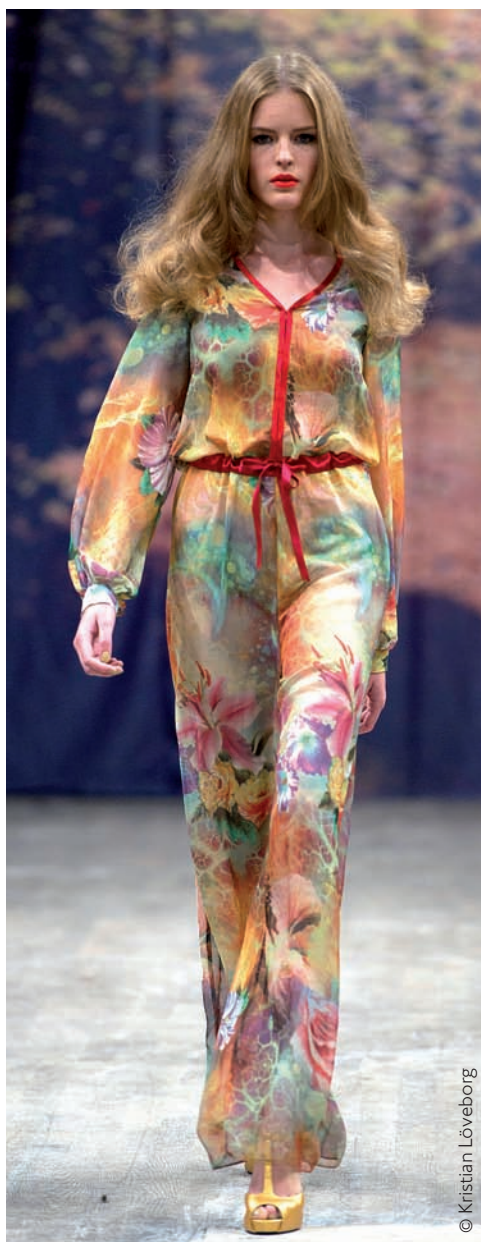
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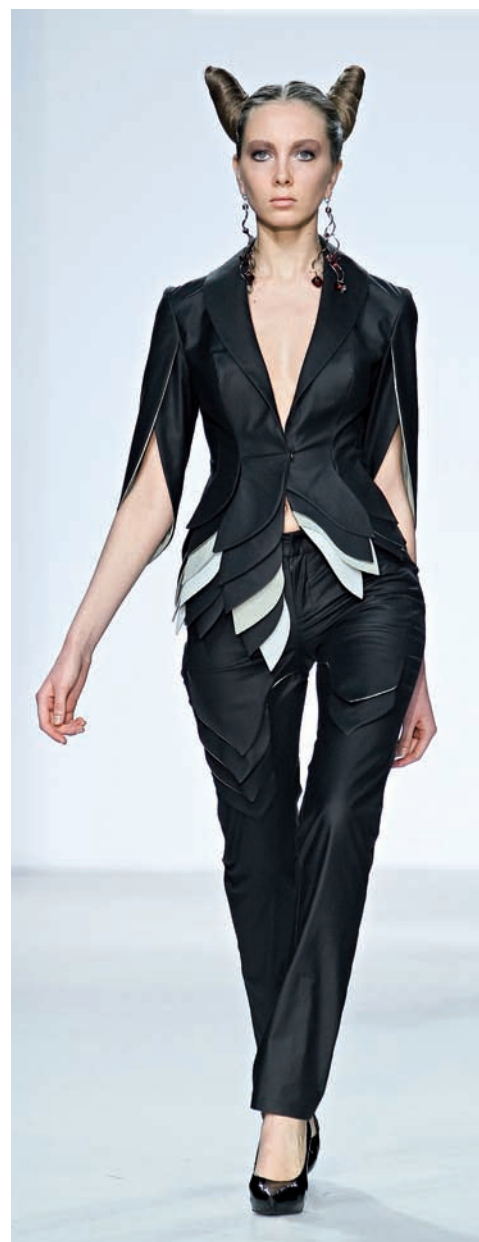
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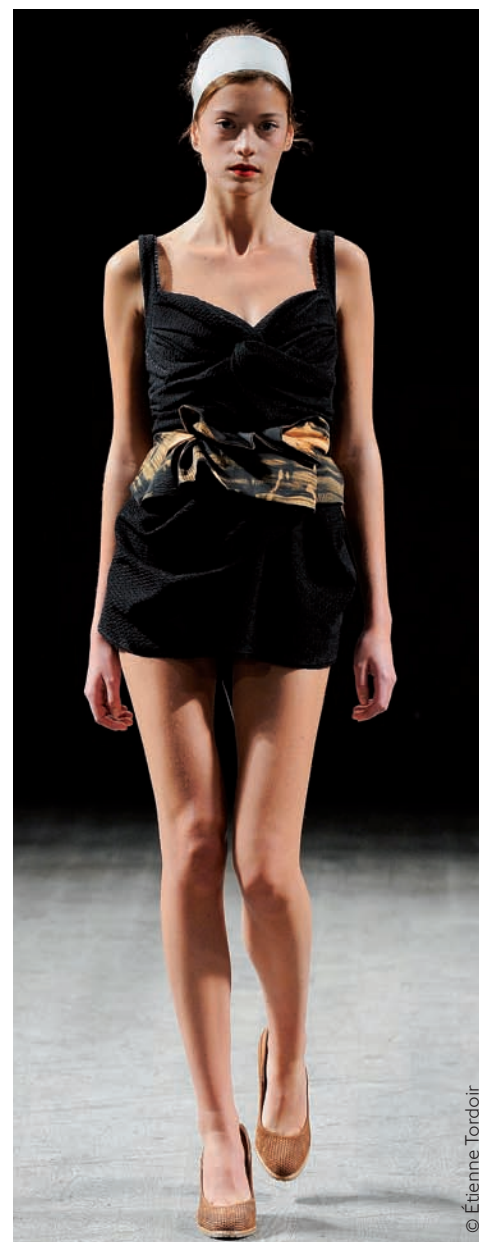
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POCKETS, ZIPPERS, AND BUTTONS

This section compiles together different details that primarily had a practical use and that currently, in many cases, have a decorative role: pockets, buttons, snap rings, bundles, zippers, hooks, clips, Velcro, and buckles. Many of these started off as working or military accessories, however because of their functionality they were incorporated into civilian clothes and consequently into current fashion trends. Perhaps the zipper is the accessory that has evolved the most, invented by Gideon Sundback in 1913

and patented in 1917 as a “hookless fastener.” In 1923, the Goodrich Corporation coined the onomatopoeic name “zipper.” Today there are a wide variety of zippers on the market, including waterproof and invisible zippers, and they are available in materials such as polyester or metal alloys. We will see how the influence of zippers on eighties-style leather jackets is very much present in fashion today, giving many looks a more punk and rock style.

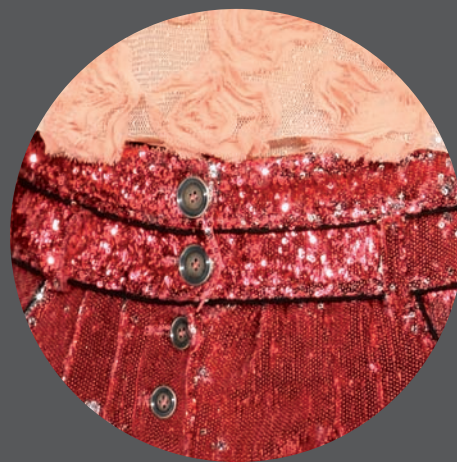




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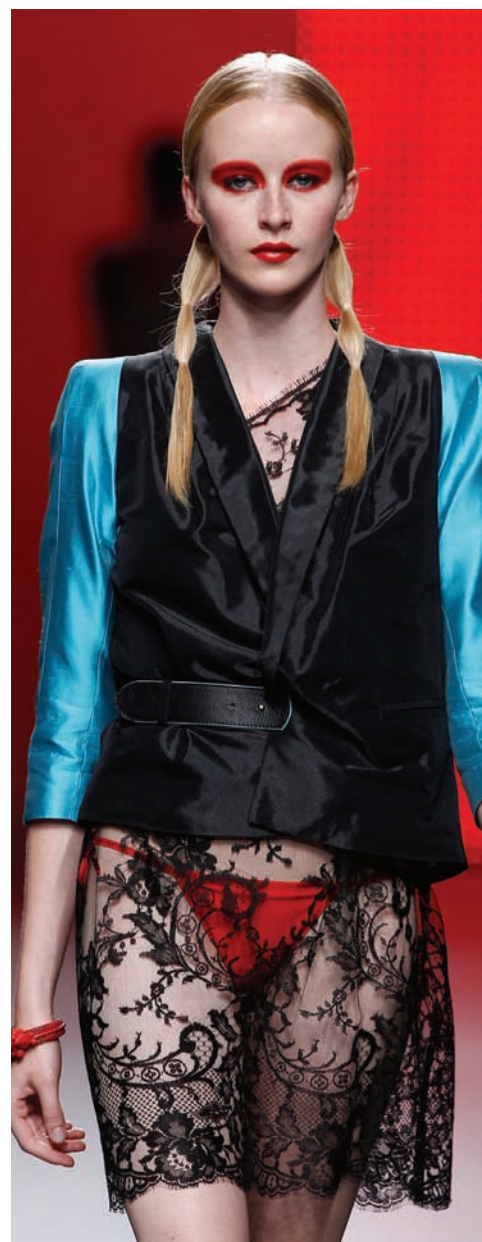
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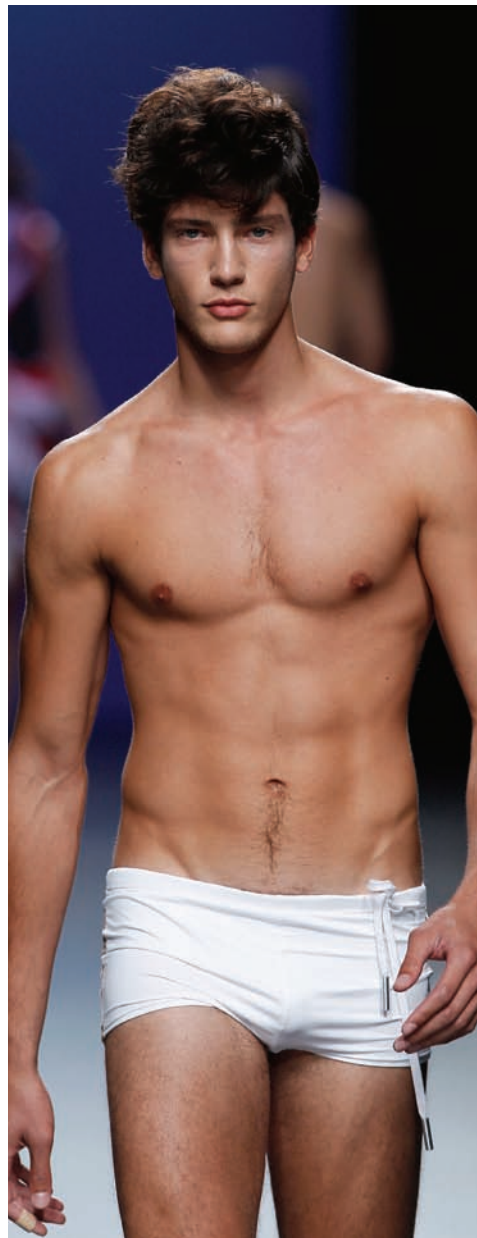
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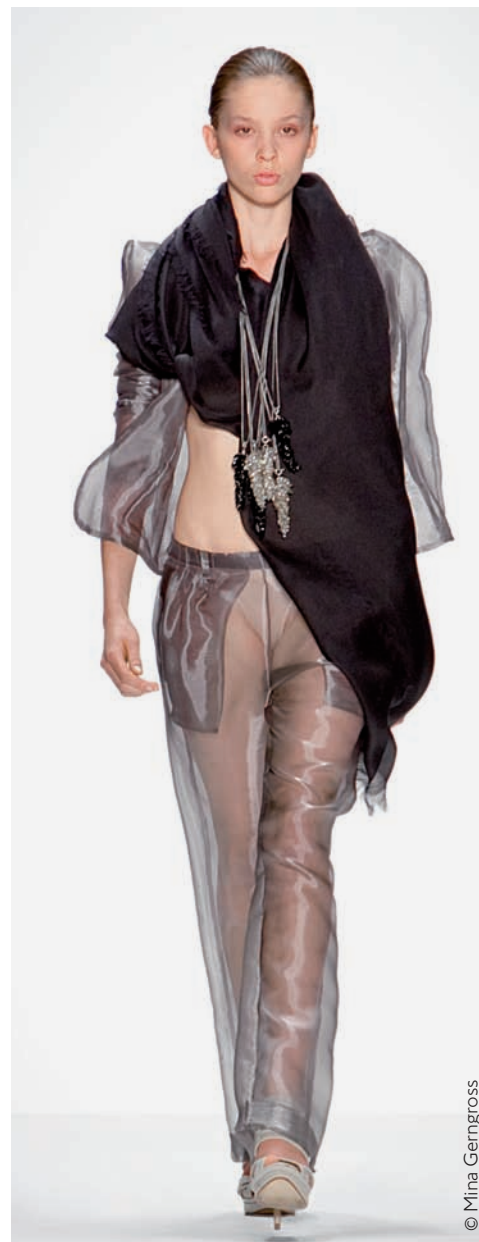
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GATHERING AND DRAPING

Gathering and draping are techniques that give garments an elegant and romantic look, owing to how the fabric hangs and the decorative effects that gathers create. Both are old sewing techniques that date back years and draping, for example, has always been considered a technique linked to haute couture. In current fashion trends, however, both techniques have experienced a resurgence, as this chapter demonstrates. Gathering, a French technique that involves creating fine creases in the fabric, is very much present in sleeves,

waistlines, and necklines, creating floral motifs or other embellishments. Draping, which traditionally uses fabrics such as satin, crepe, chiffon, or georgette, now can be achieved with sportier fabrics like cotton and elastane. With some other fabrics, the beauty of the drape and the effect of how the fabric hangs will occur either by purposely adding more material or by stretching on the bias. In this chapter we will study a selection of the simplest gathers and drapes to more elaborate examples of these old sewing techniques.



Elena Przhonskaya. S/S 2011. Ukrainian Fashion Week



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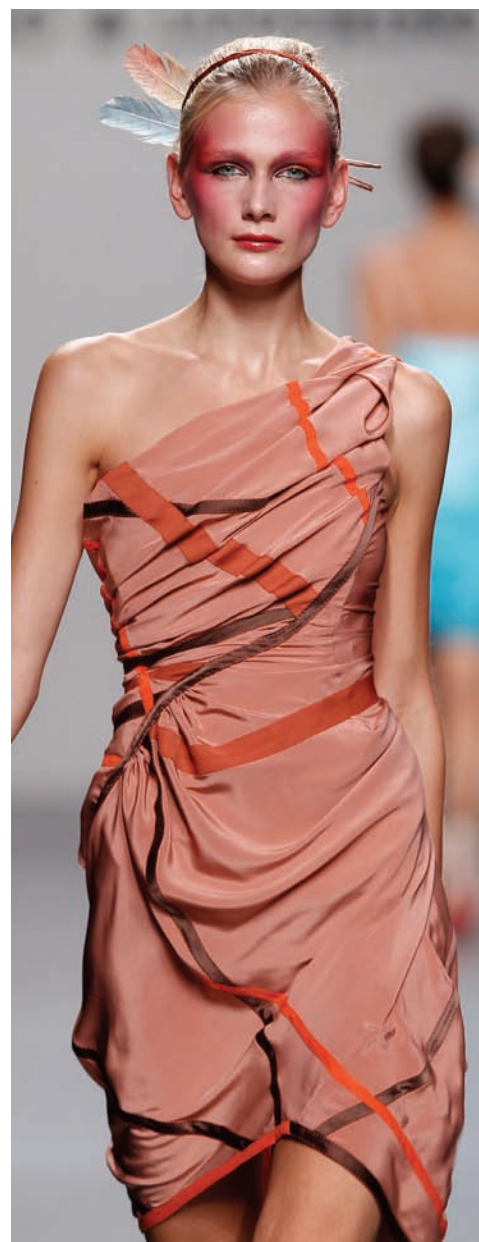
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642 BEBA'S CLOSET
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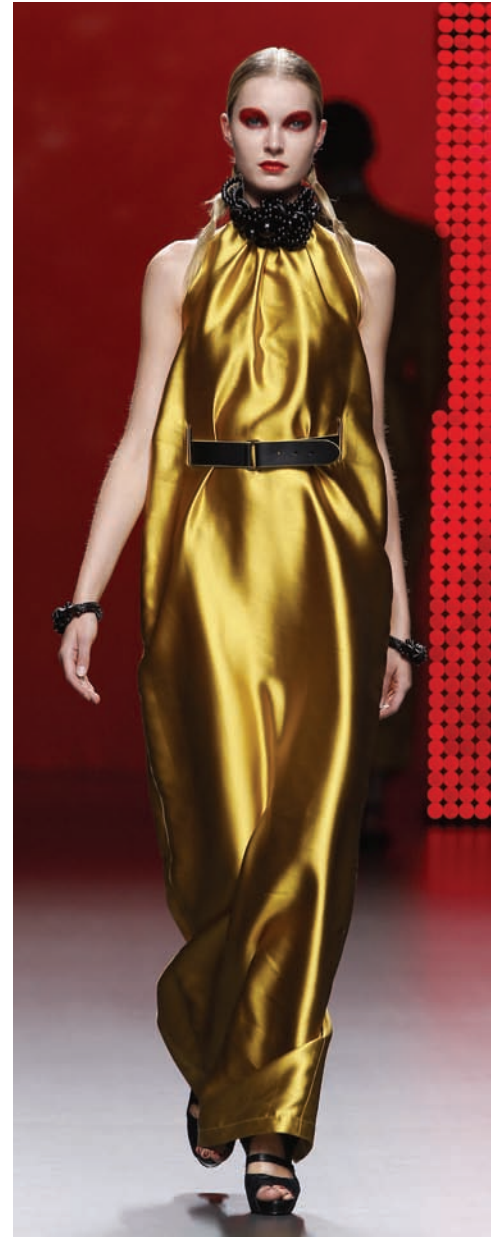
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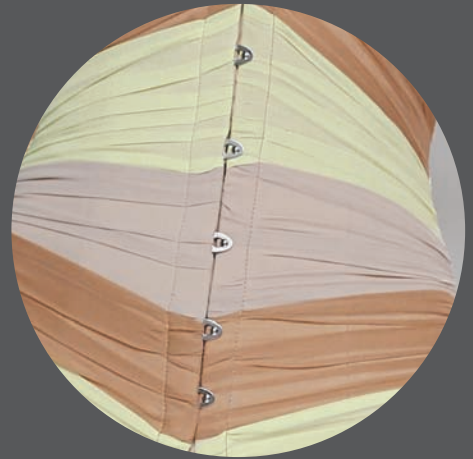




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673 KARLOTA LASPALAS
SPAIN



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PORTUGAL



675 HARRIHALIM
INDONESIA





676 RICARDO DOURADO
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677 DESIGNSKOLEN
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COLOMBIA



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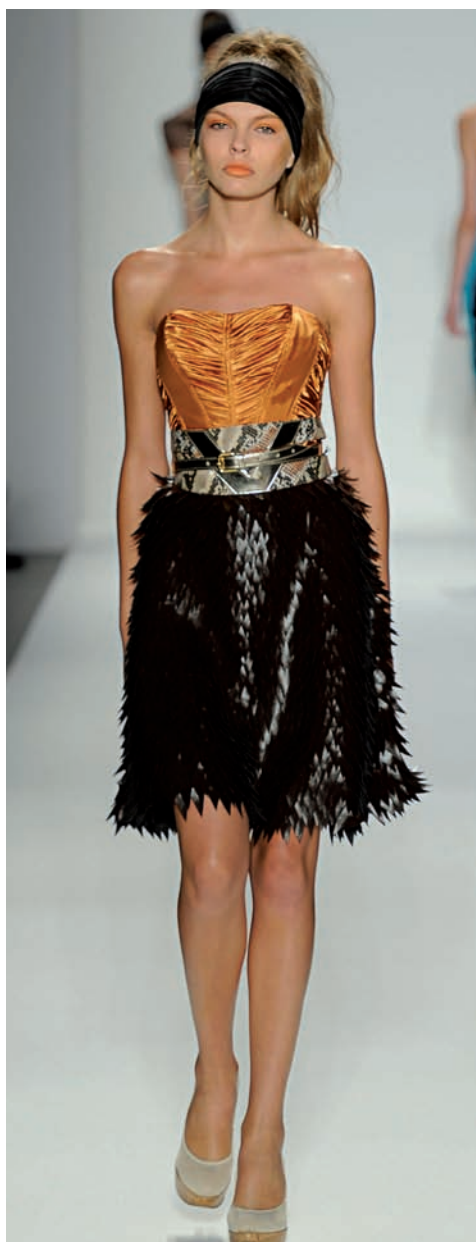
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PLEATS AND FLOUNCES

This chapter showcases the details of the concepts that stand out for their use of timeless and feminine flounces or elegant pleats. Flounces, present on runways around the world year after year, especially in spring and summer, are displayed in dozens of different ways. We will study a selection from small flounces, which add a finishing touch to simple garments, to overelaborate voluminous flounces contributing to a sumptuous, vibrant look. They are perfect to provide volume or flight to skirts, dresses, sleeves, and collars in

delicate fabrics such as chiffon, organza, silk, and tulle. Couture designers and experts such as Valentino and Galliano have traditionally drawn inspiration from the influence of Flamenco fashion, which is famous for its feminine flounces. On these pages you will be able to see some of the latest work from the Spanish designers Victorio & Lucchino, the innovative heirs to this art. In addition to the combination of these elements, we will take a look at other techniques, such as pintucks and frills.





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726 ANA LOCKING
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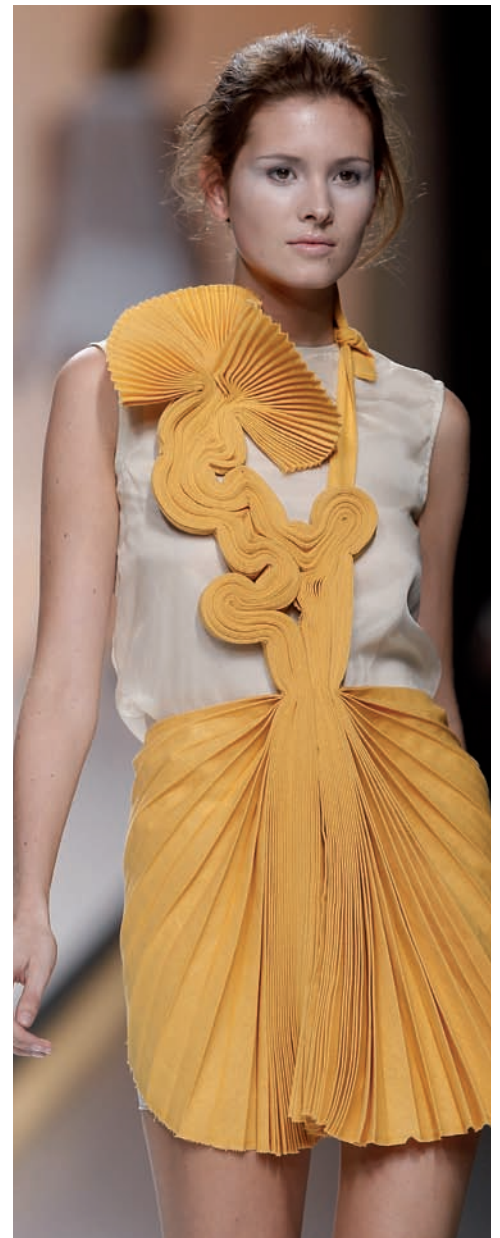
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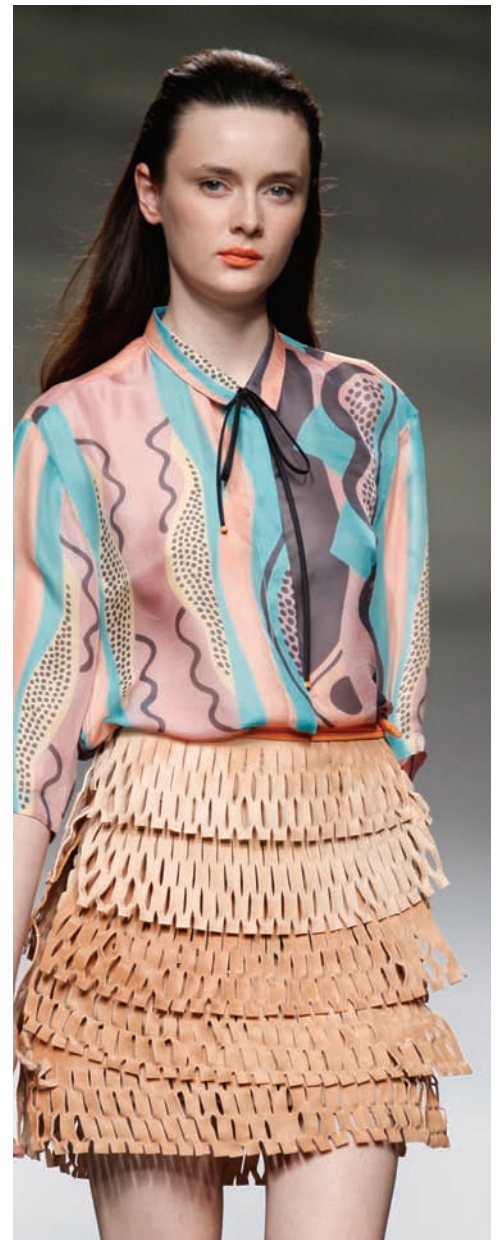
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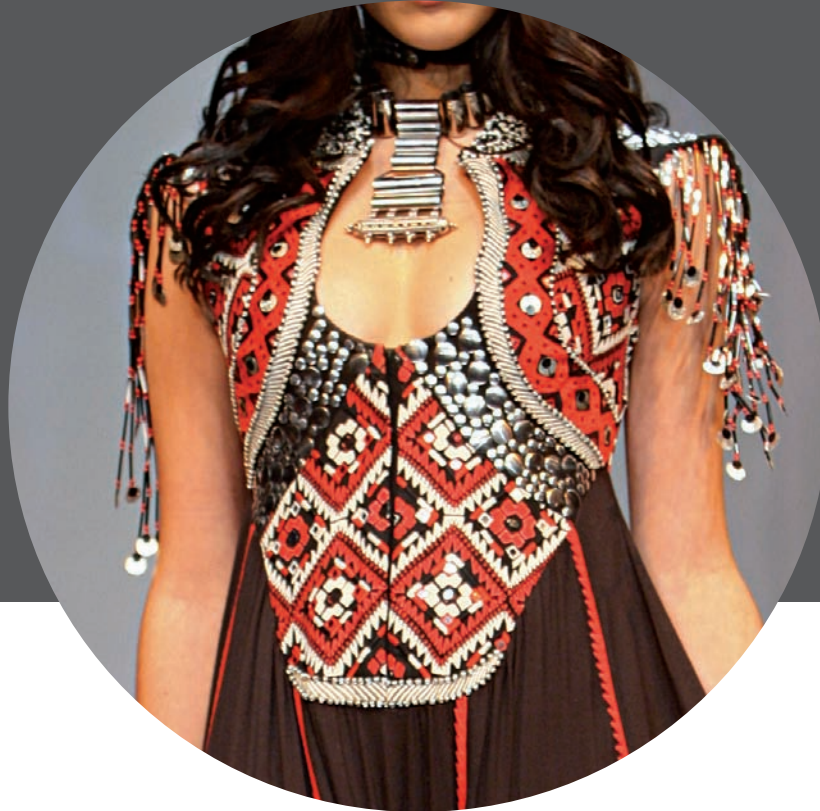


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798 EWA I WALLA
SWEDEN





DECORATIVE APPLIQUÉS

Decorative appliqués offer a wide range of possibilities. By adding the perfect piece, many designers covert a garment into a must-have of the season. International runways are brimming with studs, sequins, feathers, rhinestones, beads, ribbons, strings, fringes, tassels, braids, paintings, and many more accessories in this fantasy world. In this chapter we will see elements like military-inspired epaulettes, satin ribbons and Baroque-style beaded corsets, or fragile items

such as Swarovski crystals, which can be seen in the Canadian designer Mark Fast's latest collection, featured at London Fashion Week. Trends revive elements such as feathers and beading and new concepts, like long artificial hair, vinyl applications, wires, and craftwork, such as painting done by hand, and other decorative motifs, complement the latest fashions. Tradition and ethnic resources are also a recurring feature in these designs.



Malini Ramani . S/S 2011 . Lakme Fashion Week.



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INDIA



804 AMERICAN PÉREZ
SPAIN





805 TSUMORI CHISATO
JAPAN



806 MALAFACHA BRAND
MEXICO



807 MARK FAST
CANADA





808 VICTORIO & LUCCHINO
SPAIN



809 AMERICAN PÉREZ
SPAIN



810 MALAFACHA BRAND
MEXICO





811 MARCEL OSTERTAG
GERMANY



812 BEBA'S CLOSET
SPAIN



813 VICTORIO & LUCCHINO
SPAIN





814 MANISH ARORA
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825 BIBIAN BLUE
SPAIN





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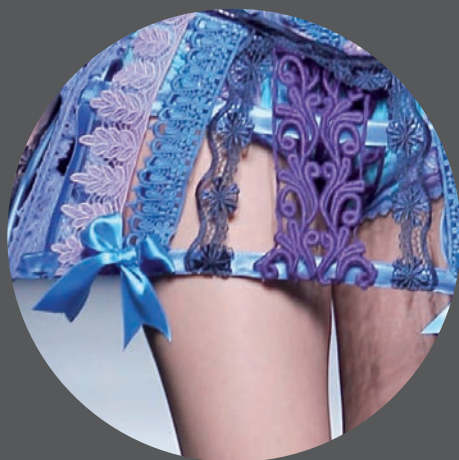


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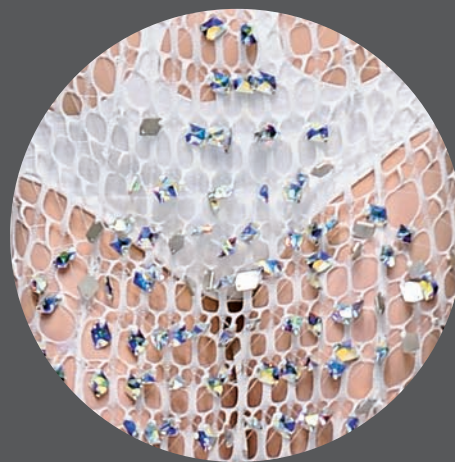




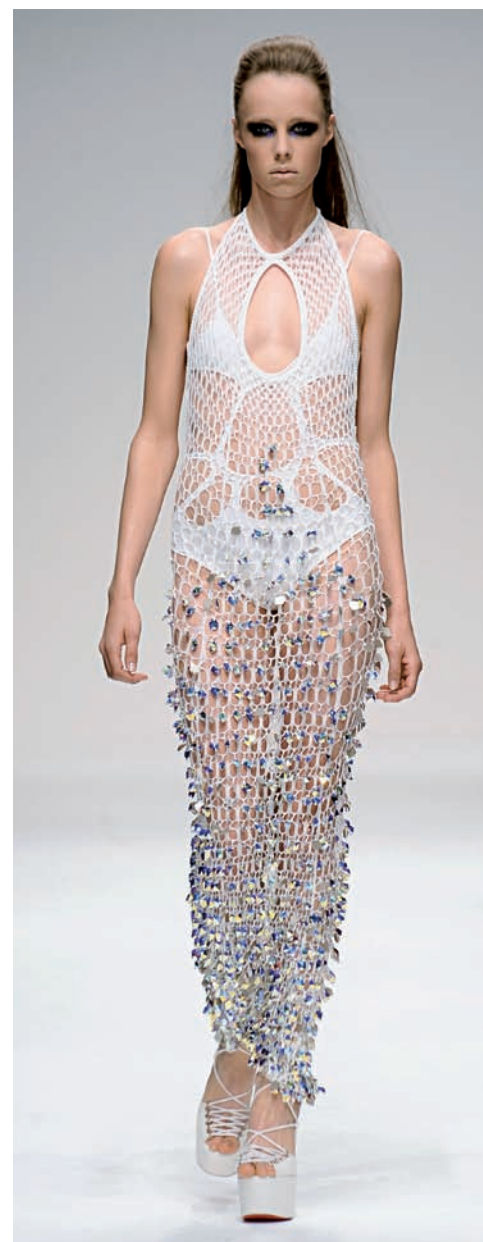
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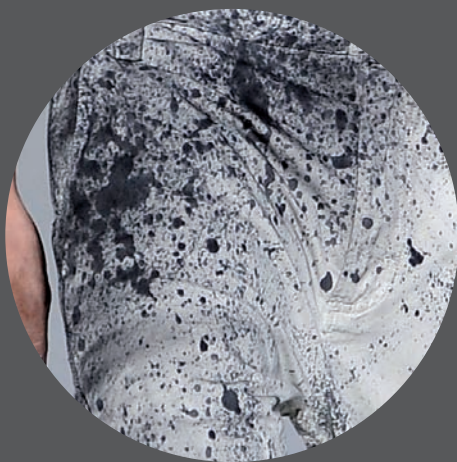


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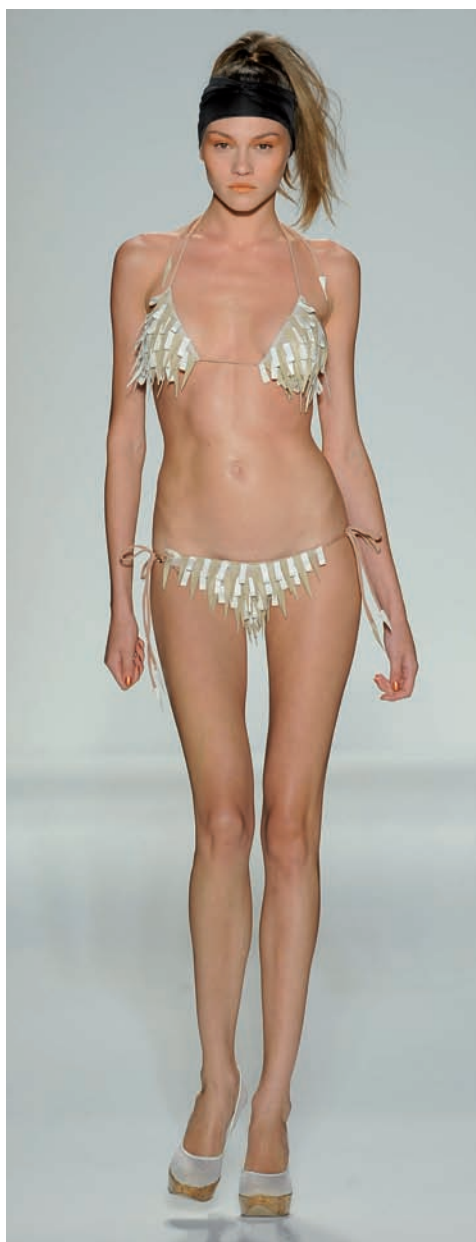
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866 ALI CHARISMA
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867 DESIGNSKOLEN
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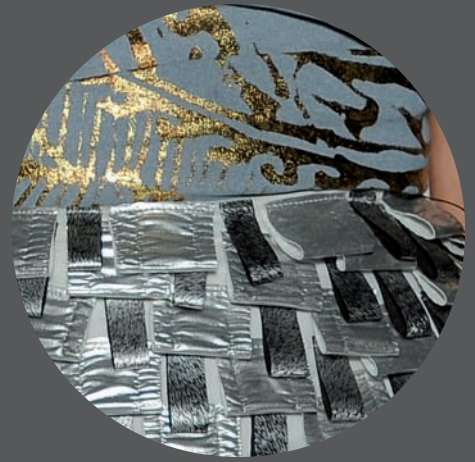




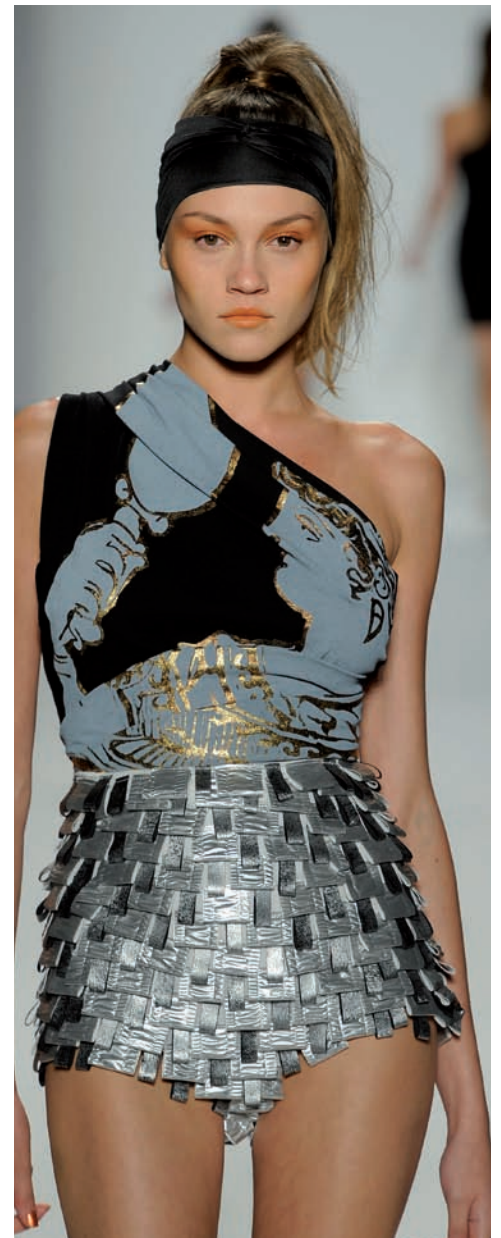
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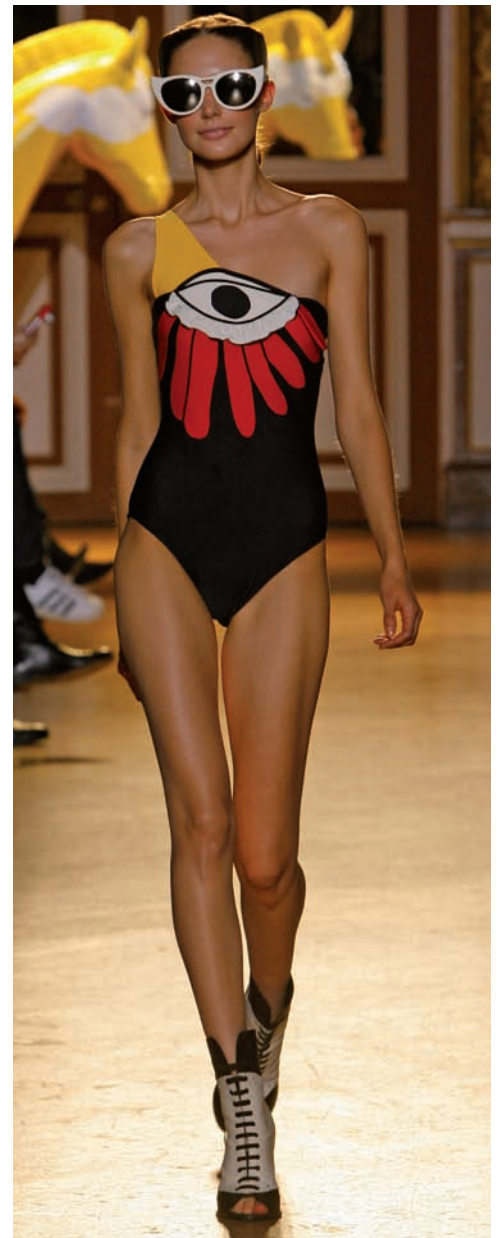
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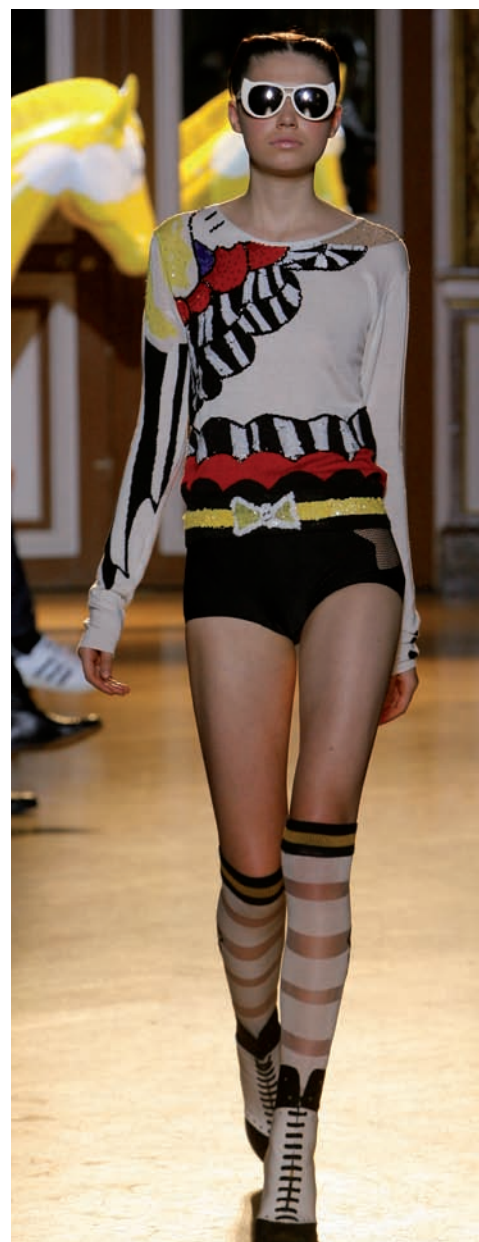
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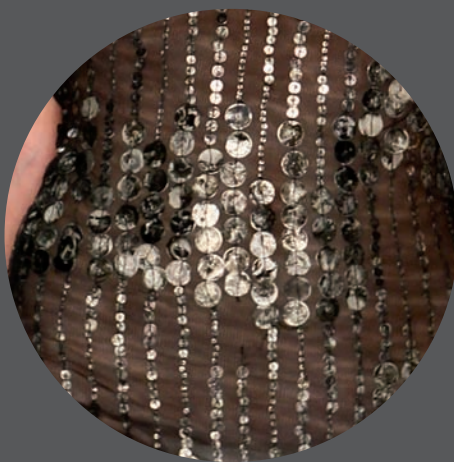


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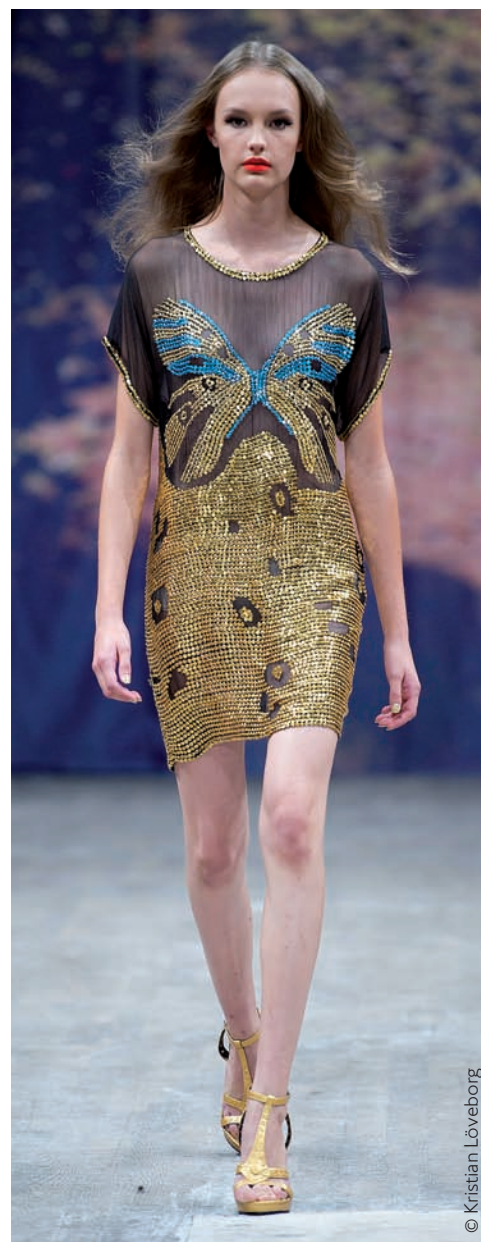
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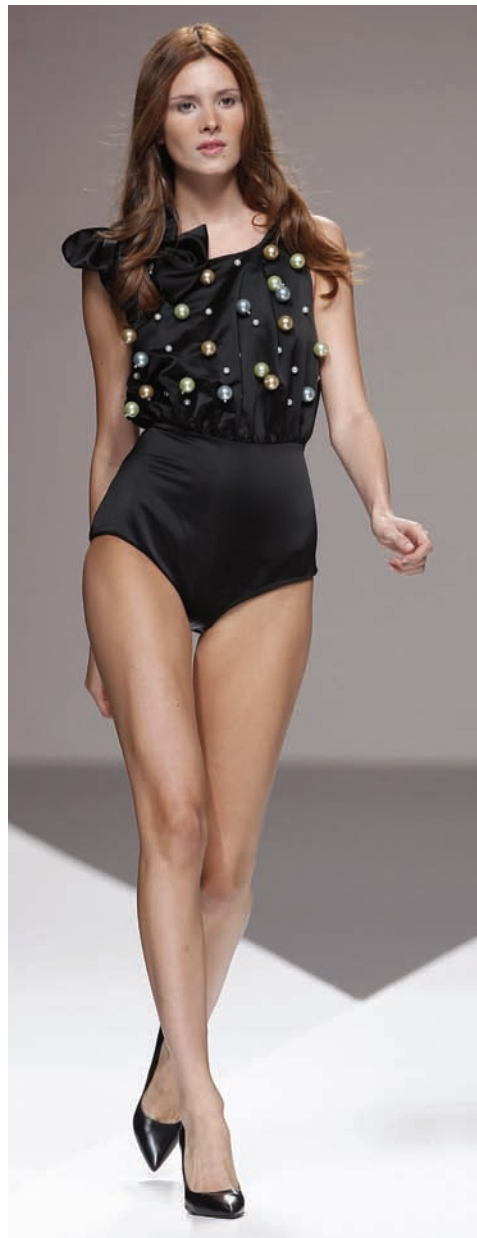
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SEWING DETAILS

In this last chapter we will focus on the sewing details that at times are less visible but no less important or significant when appreciating a garment. On the one hand, we will study pure sewing elements such as bust and hip darts and French seams, used in transparent garments, etc. This chapter includes all those elements that have traditionally been used to sculpt the silhouette and add the finishing touches to garments and now play an important role in the deconstructed

garment, in volumes, architectural forms, and asymmetries that are such a prominent feature in modern design. Lace edging, blond lace, or yokes complete this section along with different styles of embroidery, depending on the type of knot used in the work. This chapter also highlights the appliqué work, which is embroidered separately and then superimposed on the garment. It represents a fusion of details from the finest ateliers and the hardest working hands.



Elisa Palomino. S/S 2011. Cibeles Madrid Fashion Week.



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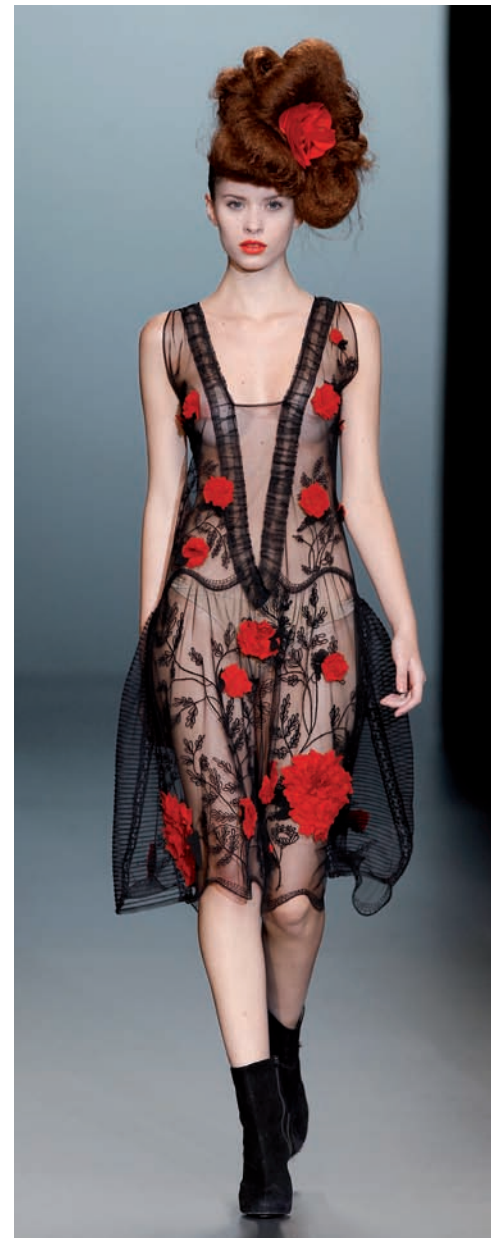
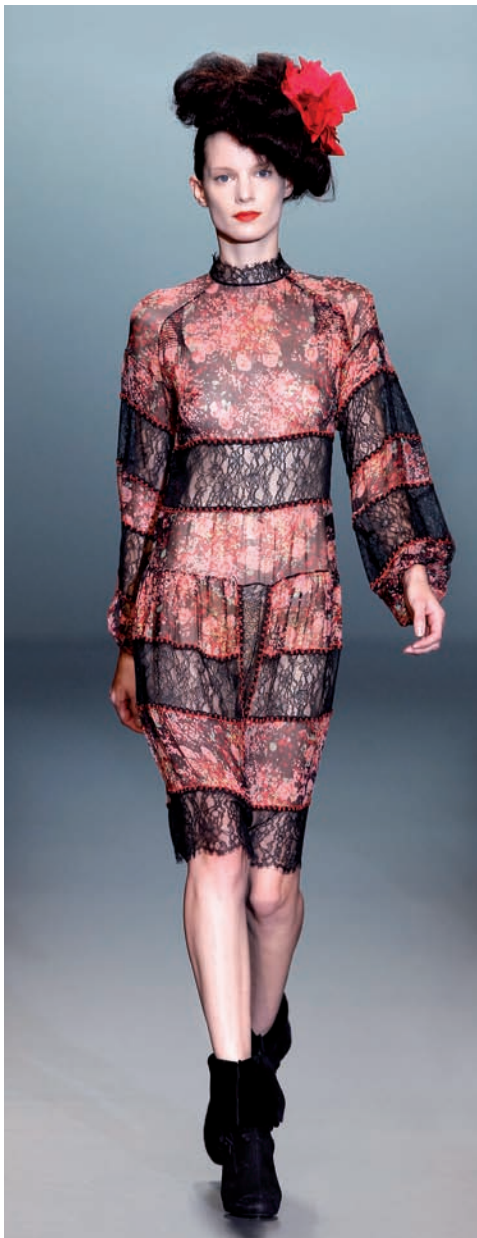
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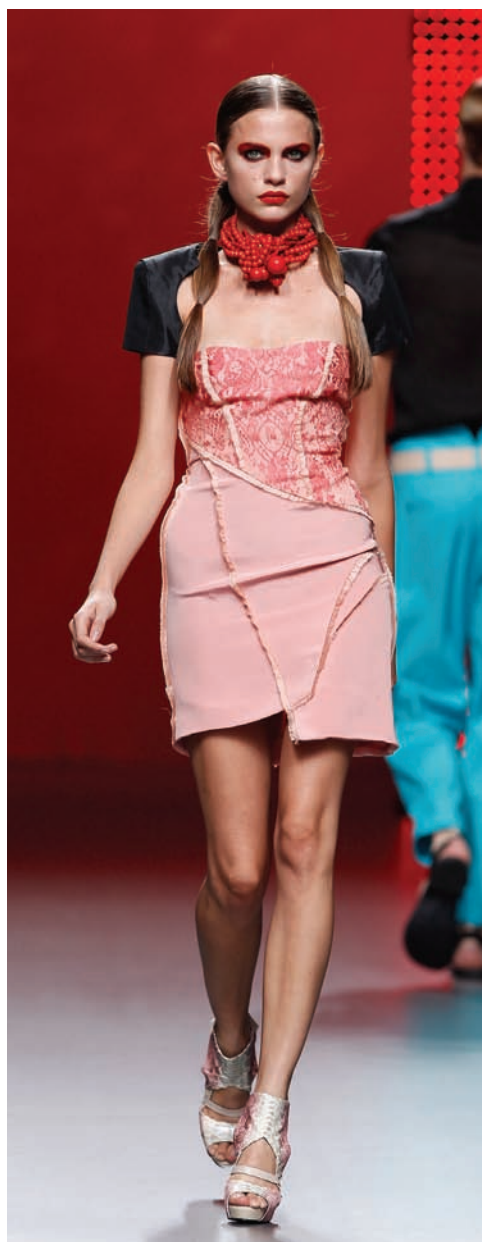
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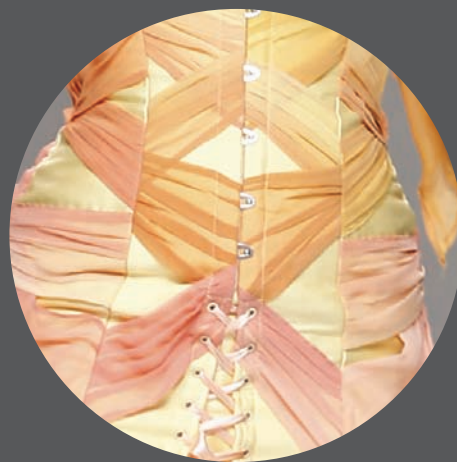




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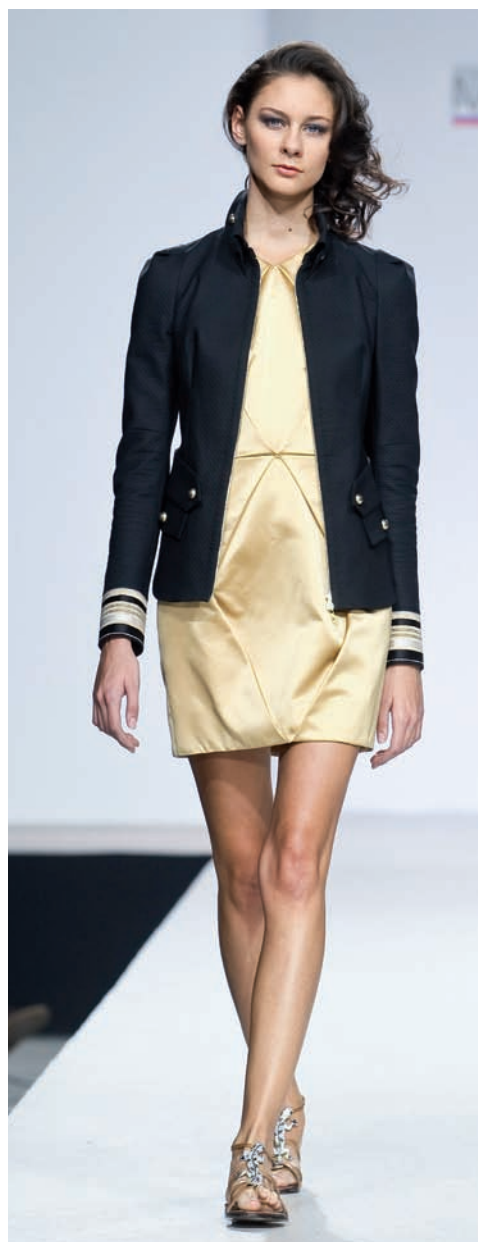
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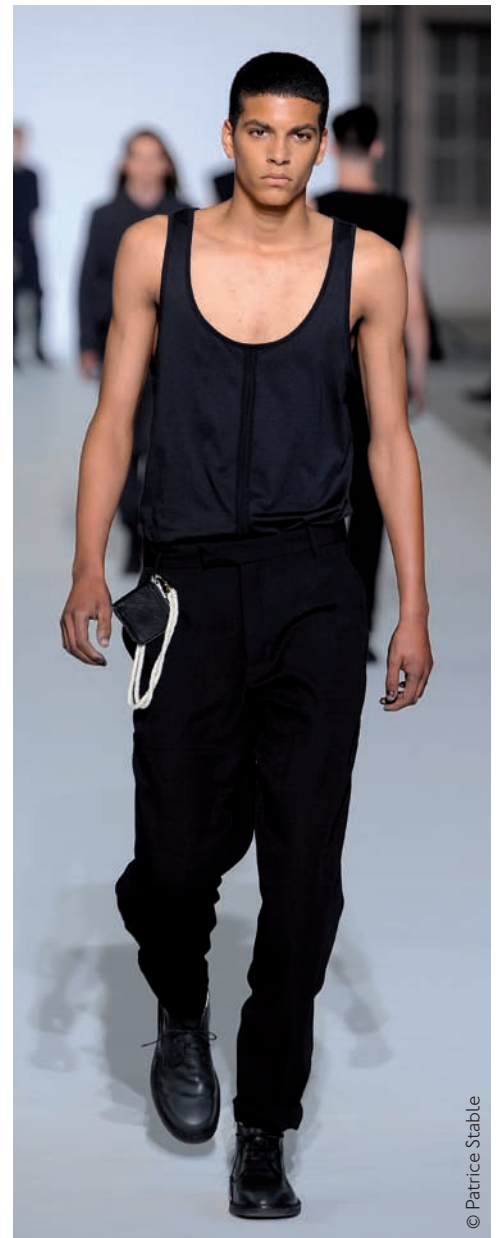
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BIBIAN BLUE
SPAIN





A.F. VANDEVORST
www.afvandevorst.be

An Vandevorst and Filip Arickx, A.F. Vandevorst, met in 1987 while studying at the Royal Academy of Fine Arts in Antwerp, Belgium. Later, An worked as chief assistant for Dries Van Noten and Filip worked as a freelance designer for fashion houses and as a stylist. In 1998, they joined forces to create a womenswear label, and since then they have presented their expressive collections bursting with personality in the Paris Fashion Week. They won the Venus Fashion Award for their debut on this runway.

ADA ZANDITON
www.adaz.co.uk

Ada Zanditon is a London-based designer who studied at the London College of Fashion, specializing in women's clothing. Throughout her career, she has worked in fashion houses such as Alexander McQueen, Jonathan Saunders, and Gareth Pugh. She created her own company in 2008 with a distinctive ethnic flavor, and made her official runway debut at London Fashion Week, where she received rave reviews. She has also created costumes for musicians such as Patrick Wolf and celebrities such as Dita Von Teese and Lois Winstone.



AGANOVICH
www.aganovich.com

Aganovich is the womenswear clothing label based in London designed by Nana Aganovich with narrative and conceptual influences devised by Brooke Taylor. Nana is a graduate of Dansk Designskole, with a masters from Central Saint Martins. Taylor is a former essayist and contributor for international literary and fashion magazines. After having presented collections at London Fashion Week, Aganovich has shown at Paris Fashion Week since 2009.



AILANTO
www.ailanto.com

Ailanto is the label created by the twin brothers Iñaki and Aitor Muñoz. Born in Bilbao, Spain in 1968, the designers moved to Barcelona where they graduated in fine arts at the University of Barcelona UB. Iñaki complemented his studies with a degree in fashion design. The label's elegant collections are renowned for their geometric forms and artistic or cinematographic references. The collections have been sold internationally since 1995 with acclaimed runway presentations in Cibeles Madrid Fashion Week since 2001.

ALENA AKHMADULLINA
www.alenaakhmadullina.com

The Russian designer Alena Akhmadullina is a Saint Petersburg Technology and Design Academy graduate. She presented her first prêt-à-porter collection at Paris Fashion Week in 2005 and since then she has presented a new collection on the French runway each season. In 2007, Alena opened an office in Moscow and opened her first store in the center of the city the following year. Alena Akhmadullina collections constitute a unique universe that combines Russian audacity with a Parisian sense of style.



ALI CHARISMA
www.alicharisma.com

Ali Charisma's label began more than seven years ago, when he opened his first store in Seminyak, Indonesia. His design is characterized by the extreme opposition of color and texture. After achieving a balance between business and creativity, he began to show collections at fashion weeks in Bali, Jakarta, Hong Kong, and Kuala Lumpur. His position in Bali as the president of the Indonesian Fashion Designers Association allows him to actively participate in developing fashion design in his country.



AMERICAN PÉREZ
www.americanperez.es

American Pérez is the brainchild of Natalia Pérez and Jorge Bolado Moo. Natalia is a graduate of the ESDi School of Design in Barcelona and the University of Southampton; Jorge has a degree in fine arts from the University of Vigo and went on to receive a master's degree in styling from the Escola BAU in Barcelona, Spain. Together they created American Pérez in 2008, and have presented collections in Createurope Berlin and in El Ego de Cibeles, where they won the L'Oréal prize for the best fall/winter 2011 collection. They have also been finalists for the ModaFAD awards.



ANA LOCKING
www.analocking.com

Ana González created Locking Shocking in 1996. For ten years, before the dissolution of the company, she received awards as the Prix de la moda Marie Claire for the best national designer in 2004. She founded her new label Ana Locking in 2008. Her debut collection won the L'Oréal Paris Award for the best collection from Cibeles Madrid Fashion Week. In 2009, she presented her collection in the New York Public Library during New York Fashion Week and won the Cosmopolitan Award for the best designer of the year.



ANJARA
www.anjara.com

Anjara García was born in Seville, Spain, and now resides in Shanghai, China where she combines her role as a designer with her role as a DJ playing music in the best clubs. She studied Fashion Design at the Llotja School of Art and Design in Barcelona, Spain. In 2003, she opened her showroom in Seville, Spain and has since presented collection on runways such as Atmosphère in Paris, SIMM in Madrid, and in shows such as Bread & Butter Berlin and Who's Next in Paris. In 2006, she opened her own store in Madrid and we can now see her designs at Cibeles Madrid Fashion Week.



ANNA MIMINOSHVILI
www.a-nic-o.com

The Russian designer Anna Miminoshvili inherited her talent from her architect parents. In her collections, she expresses her taste through architectural forms and elegant lines. Anna graduated from the A. N. Kosygin Moscow State Textile University, she then continued her studies at the University of Fashion in Lyon, France and the Academy of Design in Lodz, Poland. In 2010, she founded her own label, whose success has led her to show collections in the Russian Fashion Week and the Volvo-Moscow Fashion Week.



ANTONIO ALVARADO
www.antonioalvarado.es

Antonio Alvarado from Alicante, Spain moved to Madrid in the eighties, where he revolutionized the way of presenting collections in clubs and designed costumes for movies such as those of Pedro Almodóvar. He has been a fixture at the Cibeles Madrid Fashion Week since 1984 and his collections, characterized by a meticulous pattern design and attention to detail, have appeared in the pages of the likes of *Vanity Fair*. For five years, he was the president of ModaFAD, a launching pad for young fashion designers.



ASGER JUEL LARSEN
www.asgerjuellarsen.com

Since graduating with a BA in menswear from London College of Fashion, the Danish designer Asger Juel Larsen has enjoyed a lot of media attention as well as being listed amongst the finalists at the prestigious Mittelmoda awards. His collections explore expressions of masculine strength marked by hard contrasts, such as stiff structures with delicate fabrics. This dichotomy is also reflected through futuristic materials such as leather, PVC, rubber cords, and different types of metal.





ASHER LEVINE
www.asherlevine.com

Born in Florida, U.S., Asher developed a fascination with fashion from an early age. In 2006, he moved to New York, where he studied managerial entrepreneurship at Pace University. During the same time Asher began to independently create conceptual designs that could be seen on different personalities across the New York underground club circuit. With several menswear collections on the market, Asher defies fashion industry standards and the physical limitations of the garments.

BEBA'S CLOSET
www.bebascloset.com

In 2002, the Spanish designer Belén Barbero decided to renounce her career as an economist and devote her time entirely to fashion. She studied at the Instituto Europeo de Design in Madrid, Spain and in her last year she won the prize for best collection awarded by Burberry. After working for several labels, she opened her own atelier in Madrid in 2006 and since 2010 she has taken part in runways such as El Ego de Cibeles Madrid Fashion Week, with very fresh and feminine concepts. Currently she is working with the designer Miguel Palacio.



BERNARD CHANDRAN
www.bernardchandran.com

At age sixteen he began studying Fashion Design in Petaling Jaya, Malaysia. After perfecting his technique in Paris, France he returned home to open a small store in 1993, now a couture house with very loyal followers. Awards such as the Look of the Year from the Open European Contest or Designer of the Year at the Malaysian International Fashion Awards support his successful career. He is also a major television personality as he has taken the part of mentor in the reality show *Project Runway Malaysia*.





BIBIAN BLUE
www.bibianblue.com

Bibian Blue, a native of Barcelona, Spain, trained as a graphic designer in the Escola Massana in her hometown, and completed a number of courses at the Academia Internacional de la Moda and later postgraduate work at FD Moda. She is an icon of vintage, retro and burlesque aesthetics, and the corset is her fetish garment. In 2000, she launched her successful first collection and now has points of sale throughout Europe, worldwide online distribution, and a boutique-atelier in the center of Barcelona.

BOHENTO
www.bohento.com

Cuca Ferrá studied Fashion Design, specializing in leather, at the Centro Superior de Diseño de Moda in Madrid, Spain. Later, she worked for several fashion labels and furthered her studies in plastic arts. In 2008, together with her former partner Pablo de la Torre, she created Bohento. They present their very individual collections at the El Ego de Cibeles Madrid Fashion Week. Currently, Cuca is going solo at the forefront of Bohento while working as a fashion design professor at the Polytechnic University of Madrid.



BORA AKSU
www.boraaksu.com

London-based Turkish designer Bora Aksu graduated from Central Saint Martins. His graduation runway show won the sponsorship that prompted him to create his own brand, whose debut was the fall/winter 2003 collection during London Fashion Week. *The Guardian* rated his runway presentation as “one of the top five shows in London.” Since then, he has received the New Generation Award four times from the British Fashion Council.



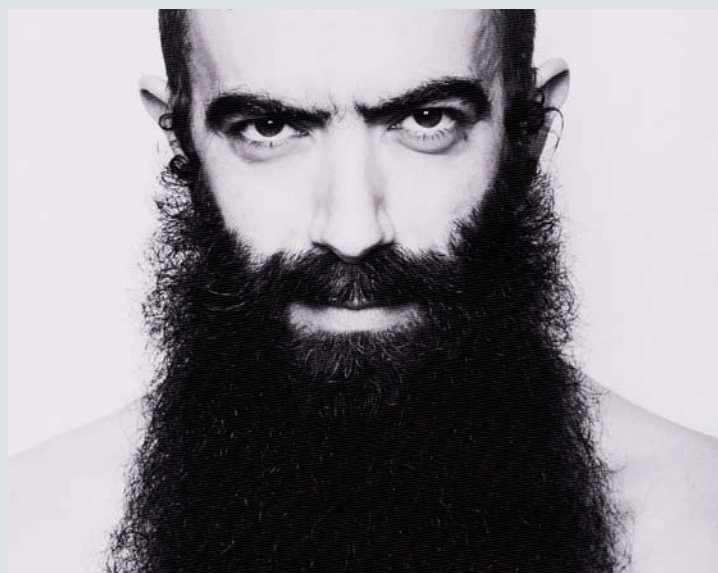
CAMILLA NORRBACK
www.camillanorrback.com

At the age of thirteen Camilla Norrback, born in Finland and now settled in Switzerland, got her first sewing machine and since then she knew that she wanted to dedicate her life to fashion. Camilla Norrback is a well-known label in Switzerland and has been nominated for major fashion awards. Since 2002, Camilla has been committed to creating ecologically sustainable garments called Ecoluxury. In addition to the female collection that she presents at the Stockholm Fashion Week, she created a male line, Norrback, in 2010.



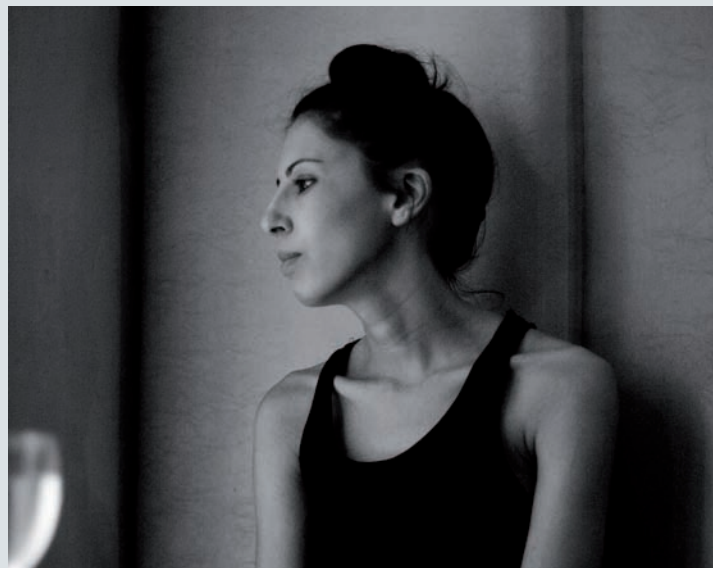
CARLOS DÍEZ
www.myspace.com/diezdiez

Carlos Díez Díez was born in Bilbao, Spain, but moved to Madrid, where he now has his studio-atelier. His style is totally creative and original. He has worked for designer Antonio Alvarado and since 2006 he has created a sportswear collection each season for the American label Converse. In 2004, he began to showcase his collections at the Cibeles Madrid Fashion Week, where he won the L'Oréal award for the best collection in 2006. In 2009 he opened his first store in the Spanish capital.



CATI SERRÀ
www.catiserra.com

Cati Serrà was born in Majorca, Spain. She is a graduate from the ESDi School of Design in Barcelona, Spain receiving the Gold Medal for the best student in her class. She interned with Miguel Adrover and in 2008, she worked alongside him for the presentation of his collection at New York Fashion Week. That same year she founded her menswear and womenswear label, known for its comfort, elegance, and careful design. She shows her collections at El Ego de Cibeles Madrid Fashion Week.



CHARLIE LE MINDU
www.charlielemindu.com

Charlie Le Mindu was born in France. He was a hair-dressing prodigy during his time at the French Hair Academy until he became a fashion stylist in Berlin, a true master of *haute-coiffure*. In 2009, he wowed with his first fashion collection at London Fashion Week, with an immediate response from magazines around the world, such as *Vogue Italia*, *Vogue Hommes Japan*, and *i-D*. He currently is the star of a successful show on KonbiniTV, *Charlie's Treatment*.



CRAIG LAURENCE
www.craiglawrence.co.uk

Craig Lawrence is a knitwear designer, born in Ipswich, United Kingdom, and based in London. He graduated from Central Saint Martins. Over six seasons, he produced knitwear for Gareth Pugh, before establishing his own label. With his debut at London Fashion Week, Craig was awarded the New Generation sponsorship by the British Fashion Council, a support he has had for four seasons. He has recently participated in London Show Rooms, an initiative that encourages the presence of young London designers in New York.



DAWID TOMASZEWSKI
www.dawid-tomaszewski.com

Dawid was born in Poland. He studied at the London College of Fashion and the Akademie der Künste in Berlin, having studied art history at Poznan. During his studies, he worked for Sonia Rykiel and when he finished, he worked for companies such as Reebok, in Boston, and Comme des Garçons, in Paris, until he founded his own label in 2009. His first collection won the Young Designer Award at Berlin Fashion Week. Tomaszewski's proposals have been influenced by art, architecture, and a passion for jazz.





DESIGNSKOLEN KOLDING
www.designskolenkolding.dk

Danish design represents a mark of quality and a reputation that goes far beyond the borders of its country. The work of Designskolen Kolding helps to strengthen the position of Danish fashion design, both nationally and internationally, by training young designers at the forefront of Danish fashion and by creating interesting concepts and proposals. His collections, presented at the Copenhagen Fashion Week, stand out for their studied pattern design, impossible shapes, and surprising details. The following designers are featured in this book:

Beate Godager
Anne Mette Kjærgaard Jensen
Mette Daring fashion & Mette Gliemann textile
Mette Marie Krarup Bertelsen
Linda Gunnarsson
Sidse Bordal
Siff Pristed Nielsen
Sophie Lassen
Lisbeth Grosen Nielsen
Alexandra Lindek
Betina Møller
Anja Merete Larsen



DIANA DORADO
www.dianadorado.com

The Colombian designer Diana Dorado is based in Barcelona, Spain where she studied fashion design at the ESDi School of Design. She has won the ModaFAD award for best designer and has participated in the 080 Barcelona Fashion, the Pasarela Abierta de Murcia, and El Ego de Cibeles Madrid Fashion Week. Diana Dorado has earned herself a place among the great revelations of Spanish fashion with colorful, urban, and very feminine designs.



DIMITRI BY DIMITRIOS PANAGIOTOPOULOS
www.bydimitri.com

The Greek-Italian designer Dimitri Panagiotopoulos from the South Tyrol studied at the famous fashion school ESMOD and later earned a master's degree in fashion design at the Istituto Marangoni in Milan, Italy. After working for prestigious labels like Jil Sander, Hugo Boss, and Vivienne Westwood, he opened his first store in the center of Merano, Italy, and currently presents two annual collections of harmonic and feminine garments at the Mercedes-Benz Fashion Week Berlin.

EK THONGPRASERT
www.ekthongprasert.be

Ek Thongprasert was born in Bangkok, Thailand. After completing his first degree in architecture, he attended one of the most famous fashion schools, the Royal Academy of Fine Arts in Antwerp, Belgium, which has produced many famous designers. In 2008, he created his eponymous label with a strong conceptual approach, along with jewelry designer Noon Passama, whom he met during his first degree at the University of Chulalongkorn, one of the most prestigious in Thailand.



ELENA PRZHONSKAYA
www.przhonskaya.com

Elena Przhonskaya was born in Ukraine. She graduated from the Kyiv National University of Technology and Design in 2007. During her studies, she won several competitions for young designers in Ukraine and Russia and participated in the nationally televised project *PRO-fashion*. After graduating, she opened her own studio in the center of Kiev with the aim of developing a strong brand with an international vision. Since then Elena has been a regular at the Ukrainian Fashion Week.



ELENA SKANKUN
naum_ann@bk.ru

The Russian designer Elena Skankun boasts an excellent track record. She won the Russian Silhouette in 2003 and has presented collections on international runways such as Roma Altamoda, thanks to an internship in the Saga Design Center of Saga Furs. She is also the director of the Khanty-Mansiysk International Fashion institution. Her collections, present at the Moscow Fashion Week, stand out for their elegance and mastery of her favorite materials, tulle and leather.



ELISA PALOMINO
www.elisapalomino.com

This Valencian studied at Central Saint Martins in London. After several years working at Moschino, she moved to Paris. For eight years she was director of the John Galliano studio, while also working at the Christian Dior Haute Couture collection. In 2008, after collaborating with Roberto Cavalli, she moved to New York to become vice president of design for Diane von Furstenberg. In 2010, she created her own label and showed her collections in New York and Cibeles Madrid Fashion Weeks.



ERICA ZAIONTS
www.ericazaionts.com

A Ukrainian designer based in Moscow, Erica Zaionts graduated from the A. N. Kosygin Moscow State Textile University. Her label is a family business founded in 2001 and among its main virtues are its self-made manufacturing. Erica is considered as one of the few Russian designers who creates top quality prêt-à-porter clothing. Her collections, shown at Moscow Fashion Week, are characterized by their powerful image and recognizable style that is based on the practicality of forms.



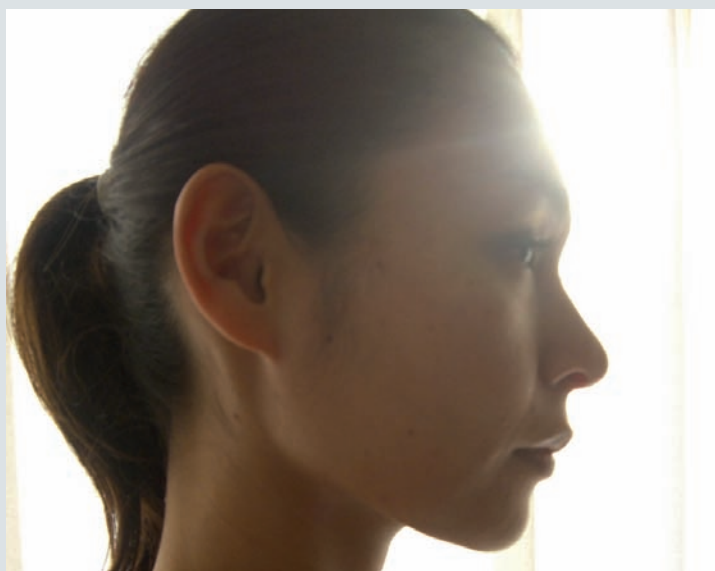
EWA I WALLA
www.ewaiwalla.se

The Swedish womenswear label Ewa i Walla was established in the early nineties. The designer Ewa Iwalla creates unique garments inspired by the romanticism of the seventeenth century, haute couture, and rural culture, and always seeks to achieve an unexpected result. Her collections, distinguished by natural fabrics like cotton, linen, silk, and wool, are showcased at Stockholm Fashion Week and are present in eighteen countries through some 320 establishments, including two of her own stores in Stockholm.



G.V.G.V.
www.gvgv.jp

Mug, the Japanese designer behind G.V.G.V., graduated from the Kuwasawa Design School. The label, founded in 1999, stands out for its mix of masculinity and femininity, and conveys great sensitivity each season. G.V.G.V. is one of the most sought after fashion labels in Tokyo and is a regular during Japan Fashion Week. In addition, Mug is a regular contributor injecting her creativity into other fashion houses.



GEORGIA HARDINGE
www.georgiahardinge.co.uk

Born in London, the daughter of Lord Nick Hardinge and Baroness Florence von Oppenheim grew up traveling and developing her fascination with fashion. She studied at Parsons School in Paris and won the Golden Thimble for her graduation collection. After her return to London, she founded her label in 2009. The launch of her debut collection took place in the independent ON|OFF runway during London Fashion Week. With the experience of several collections behind her, Georgia has achieved an elegant style marked by architectural touches.





HARRYHALIM
www.hhharryhalim.com

Born in Indonesia and now based in Paris, his first collection won the Asian Young Fashion Designers Contest and he was a finalist in the Mercedes-Benz Asia Fashion Awards in 2005. Later he designed for a commercial fashion house while working on his own collections and perfecting his meticulous technique. In 2008, Harry Halim was awarded Best Young Asian Designer of the Year, which catapulted him to Paris where he currently shows his modern and romantic collections with a halo of dark sensuality.

HASAN HEJAZI
www.hasanhejazi.co.uk

Hasan Hejazi was born in Manchester, England. He studied Fine Arts for three years and then decided to move into Fashion Design at Manchester Metropolitan University. He completed a masters in fashion design from London College of Fashion. His graduation collection was a success: he was a finalist in Manchester Awards for the best designer fashion and showcased his collection at Harrods Launches. His second collection has an army of celebrity followers, including Kylie Minogue.



IDA SJÖSTEDT
www.idasjostedt.com

Ida Sjöstedt was born in Stockholm, Sweden. She moved to London and graduated in fashion design at Westminster University. In 2001, Ida returned to Sweden and in August of that year she launched her first collection during Stockholm Fashion Week. She has become a regular on this runway since then and also exhibits in Paris during the prêt-à-porter fashion weeks. The combination of tasteful kitsch and elegance describe Ida's design philosophy. Her aim is to create beautiful clothes for women who want fashion to be fun.





ION FIZ
www.ionfiz.com

Ion Fiz was born in Bilbao, Spain. He studied at the International School of Fashion Design and Moda Lanca in his native city and has worked for companies such as Karhu, Bonaventure, Elisa Amann, and the renowned Pertegaz. After launching his own label, his career has been unstoppable, and has won awards such as the FAD Award for Best Designer, the Prix de la Moda Marie Claire and the L'Oréal Paris Cibeles prize. His proposals have a unique and sophisticated hallmark, which he shows season after season at the Cibeles Madrid Fashion Week.

J JS LEE
www.jsleelondon.com

Jackie JS Lee, born in Seoul, Korea, moved to London to study a postgraduate degree in pattern design at Central Saint Martins. After two years as a pattern designer for Kisa London, she returned to the same school to complete a master's degree. Her graduate collection received rave reviews from the press and buyers, and she was awarded the revered Harrods Award. Later she launched her label J JS Lee, featuring sleek and chic androgynous pieces designed for modern, feminine women.



JEAN//PHILLIP
www.jeanphillip.dk

Jean//phillip is a fashion label based in Copenhagen and founded by Jean-Phillip in 2007. The main objective of the label is menswear, but each collection also includes a few outfits for women. The Jean//phillip label is both modern and minimalist with a slim cut to create a sense of subtle androgyny suitable for both men and women. Classic tailoring, haute couture, and attention to detail are the hallmarks of the designer and his work.



JUANJO OLIVA
www.juanjooliva.com

Juanjo Oliva was born in Madrid. He graduated with a degree in fashion design from the Institución Artística de Enseñanza and took a course in fashion illustration at Parsons School of Design in New York. During the nineties he worked for companies such as Isabel Berz, Zara, Helena Rohner, Antonio Pernas, Sybilla, and Amaya Arzuaga. In 2000, he opened his store in Madrid and since 2003 he has showcased his collections at Cibeles Madrid Fashion Week. He has received awards such as the Best L'Oréal Collection, which he has been awarded twice, and the T de Telva for the Best National Designer.



JULIUS
www.julius-garden.jp

The Japanese designer Tastsuro Horikawa started his own line in 1996, creating his first fashion company, Nuke. In 2001, Julius was born as an art project that eventually became a large fashion project combined with video art. Its first appearance was in 2004 in Tokyo Collection. It has become a cult label on account of its gothic style, with black as its trademark color, exploring the spiritual and modern side of the designer.



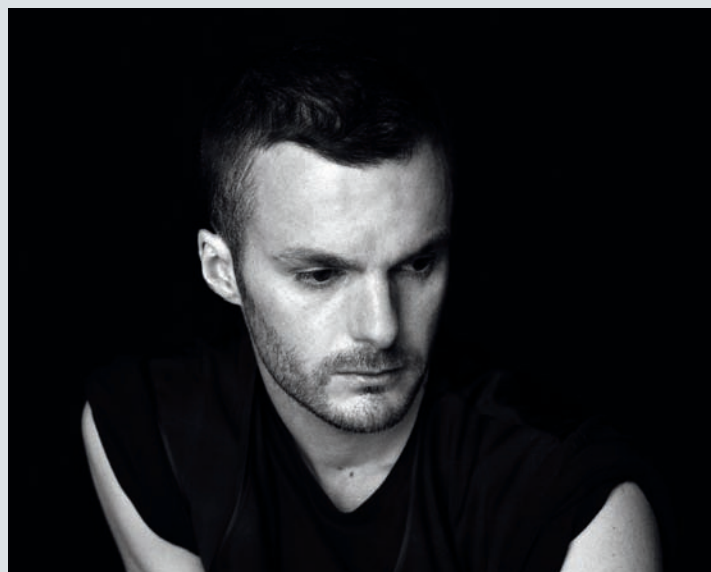
KARLOTA LASPALAS
www.karlotalaspalas.com

Karlota Laspalas was born in Pamplona, Spain. Since graduating from the Felicidad Duce School of Fashion and Design, her career has known no limits. She has presented her collections on runways such as 080 Barcelona Fashion, where she received the award for best menswear collection, El Ego de Cibeles Madrid Fashion Week, Creamoda in Bilbao, Createurope in Berlin, and Mittelmoda in Gorizia, Italy. Her designs, with a bohemian-urban style, have won over both the public and press wherever she exhibits.



KRIS VAN ASSCHE
www.krisvanassche.com

Born in Belgium, Kris Van Assche is a graduate of the Royal Academy of Fine Arts in Antwerp, Belgium and later joined Hedi Slimane's team at YSL in Paris. When Slimane joined Dior Homme in 2003, Van Assche followed suit. In 2005, he created his own label and in 2007 he was appointed artistic director of Dior Homme, combining both jobs perfectly. Kris Van Assche has a unique approach to sportswear, blending luxurious and functional materials for a modern and sophisticated man.



LEMONIEZ
www.lemoniez.com

Fernando Lemoniez was born in San Sebastian, Spain where, in 1985, he opened a boutique-atelier with his own collections. He later moved to Paris, and attended a training course at Yves Saint Laurent Haute Couture and presented his collections within the official calendar of the Chambre Syndicale de la Couture. Between 1991 and 1998, he joined forces with Miguel Palacio to create Palacio & Lemoniez, a label that used to showcase its collections at Cibeles Madrid, where he has presented his solo runway shows since 1999.



MAISON MARTIN MARGIELA
www.maisonmartinmargiela.com

The label was founded in 1988 by Martin Margiela, a graduate from the Royal Academy of Fine Arts in Antwerp, Belgium and creative director of Hermès, and Jenny Meirens, assistant to Jean Paul Gaultier. A must-have collection at Paris Fashion Week, and having celebrated its twentieth anniversary, Maison Martin Margiela continues to wow with unique propositions and international repercussions. With Renzo Rosso now at the forefront of the label, a new era of creative identity can be expected without overlooking the essence of the mythical house.





MAL-AIMÉE
www.mal-aimee.com

Léonie Hostettler and Marius Borgeaud met in ateliers of the Geneva University of Art and Design. They have been working together since their beginnings at Nina Ricci with Olivier Theyskens. In 2010, they presented their first womenswear collection in Paris under the name of Mal-Aimée. They experiment with volumes and lines, paying particular attention to the choice of colors and fabrics. Simultaneously poetic, romantic, sporty, and urban, their proposals oscillate between extreme femininity and elegant androgyny.

MALAFACHA BRAND
malafacha.blogspot.com

The Mexican designers Francisco Saldaña and Víctor Hernal are the duo behind Malafacha Brand, a male and female clothing label. Francisco studied fashion design and Victor studied visual communication, and both disciplines have helped in developing a product with a very personal style. Winners of the prize for best womenswear collection in the Mexico Fashion Awards for their fall/winter 2008/2009 collection, they present their collections at Mercedes-Benz Fashion Week Mexico.



MALINI RAMANI
www.maliniramani.com

Born in New York, Malini Ramani spent a few years in India and then returned to her hometown to study fashion buying and merchandising at the Fashion Institute of Technology. She then decided to create her own label in India. Her philosophy is to design clothes that she would wear herself. She believes in glamorous, vibrant colors and plunging necklines. She has her own stores in India and Bali, and her collections are sold in cities around the world, including Hong Kong, Monte Carlo, and New York.





MANISH ARORA
www.manisharora.ws

Manish Arora is considered the John Galliano of India. He studied at the National Institute of Fashion Technology and founded his firm in 1997. In 2002, he opened his first store in New Delhi and the following year another one in Bombay. His success and international prestige and his regular presence in the fashion weeks in India and London led him to open new stores and to sell in more than eighty stores worldwide. His blend of Indian tradition with western silhouettes and eccentric colors are the trademarks of the label.

MARCEL OSTERTAG
www.marcelostertag.com

Marcel Ostertag was born in Berchtesgaden, Germany. After completing his studies in ESMOD Munich, he graduated from Central Saint Martins. He then decided to create his own label, whose spectacular debut in 2006 was praised by the press and recognized with awards such as Moët & Chandon Fashion Debut and the Karstadt New Generation Award. Today, he has his own store in Munich and his collections are presented during the official calendar of the Mercedes-Benz Fashion Week Berlin.



MARK FAST
www.markfast.net

The Canadian knitwear designer Mark Fast studied for five years at Central Saint Martins in London. He has created knitwear for Bora Aksu, a collaboration that spanned three seasons, and has worked with Stuart Vevers for the Loewe fall/winter 2009 show and with Christian Louboutin on shoes for his spring/summer 2010 collection. His collections, which combine different techniques and innovative materials, are exhibited at London Fashion Week and featured in magazines such as *Vogue*, *i-D* and *Another Magazine*.



MARTA MONTOTO
www.martamontoto.com

The young Spanish designer Marta Montoto, born in Galicia, comes from a family background in textile. Her family has worked in knitwear since the fifties, so she dares to experiment and redefine concepts using this technique that she dominates so well. She studied fashion design at ESDEGMA. After completing work experience in Armand Basi, she has decided to design highly creative collections for men, with naïve touches, which have earned her a place on runways such as El Ego de Cibeles Madrid Fashion Week.



MARTIN LAMOTHE
www.martinlamothe.es

Elena Martin was born in Barcelona, Spain. She graduated from the Escola d'Arts i Tècniques de la Moda in her native city, and later studied art history and earned an honors degree at the Southampton Art School. She then moved to London and studied at Central Saint Martins. After graduation, Elena worked with Alexander McQueen, Vivienne Westwood, and Robert Cary-Williams. In 2006, she launched her label Martin Lamothe, with an impeccable career and appearances on runways in Berlin, Barcelona, Paris, and Madrid.



MAYA HANSEN
www.mayahansen.com

Maya Hansen was born in Madrid, Spain. She graduated with honors at the CSDMM in Madrid in 2002, after having already received some recognition. After experience in Javier Larraínzar's atelier, she founded her label in 2004 and since 2006, she has specialized in corsetry. She has presented her proposals in fairs, such as Erotica UK, that bring together the world's best corset makers and has earned her a spot in the Cibeles Madrid Fashion Week calendar.



NEREA LURGAIN
www.nerealurgain.com

Nerea Lurgain was born in San Sebastian, Spain. She graduated in fine arts in Lejona and fashion design in IDEP Barcelona. Nerea works in different areas of design and art, which give her ideas, sources of inspiration, and design mechanisms that differentiate her with a unique and personal way to project items. She has presented collections at 080 Barcelona Fashion Week, the Dalian International Show in China, the Cibeles Madrid Fashion Week, and the China International Garment & Textile Fair.



OMAR KASHOURA
www.omarkashoura.com

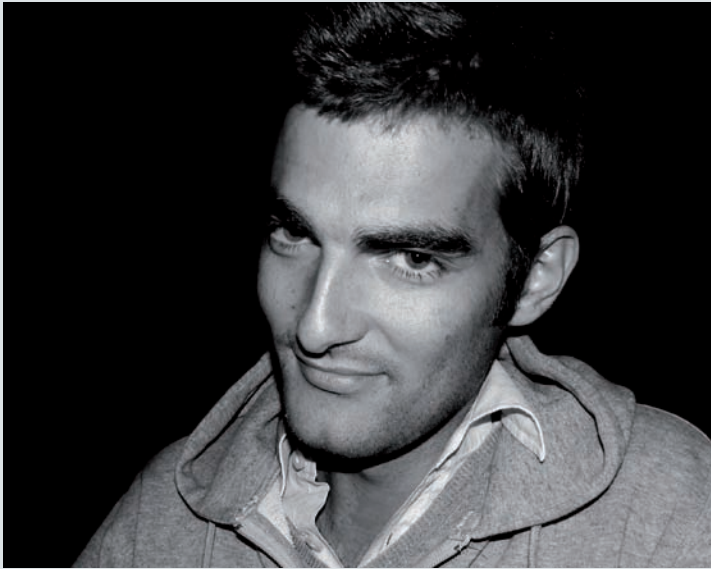
Born in Leeds, United Kingdom of Arab descent, Omar Kashoura graduated with honors from the London College of Fashion with a collection that won him the award for best menswear designer in New York's Gen Art Style. He worked for labels such as Preen and Unconditional, and in 2006 he completed his masters at Central Saint Martins. Since the launch of his successful label, he has received awards such as the Deutsche Bank Pyramid Award and the NewGen from the British Fashion Council for two consecutive seasons.



QASIMI
www.qasimi.com

From the United Arab Emirates, Khalid Al Qasimi grew up influenced by the sophistication of the Middle East. In 2001, he graduated in Hispanic studies and French literature at University College London, and later decided to study fashion design at Central Saint Martins. Since 2008, he has presented several womenswear and menswear collections in the London Fashion Week, and since 2009 he has been on the calendar of the Paris Men's Fashion Week. Currently he concentrates on men's fashion.





RICARDO DOURADO
www.ricardodourado.com

Ricardo Dourado was born in Portugal. He completed his studies in 2003 at CITEX Oporto. He has worked in studios such as Osvaldo Martins, Lidija Kolovrat, and Helena de Matos. In 2004, Ricardo established his own atelier, and has since presented his collections at ModaLisboa Fashion Week. He is also a member of the design team Polopique, a fashion company based in Portugal, Brazil, and Spain. His work conveys a casual elegance and challenges conventional forms

SINPATRON
www.sinpatron.com

As the name suggests, the Spanish company, created by Alberto Etxebarrieta from Bilbao, is characterized by modeling his garments, because it gives him greater freedom than patternmaking does. He studied tourism in his hometown and dramatic art in Edinburgh, until his life “without patterns” led him to fashion. He is self-taught and a craftsman. He created the label Sinpatron in 2004 and presents his collections at the Cibeles Madrid Fashion Week with bold, colorful and unisex concepts.



SPIJKERS EN SPIJKERS
www.spijkersenspijkers.nl

The Dutch twin sisters Truus and Riet created the label Spijkers en Spijkers in 2000, after graduating from the School of Arts in Arnhem. For their debut collection, they were awarded the Robijn Fashion Award, and they completed a master’s at the Fashion Institute in the same city. Inspired by their idols, Schiaparelli and Vionnet, they use their individuality with a common vision, thus achieving solid, clear, and geometric forms highlighting the female figure. They have presented their collections in London, Amsterdam, and Milan.



STAS LOPATKIN
www.lopatkin.ru

Stas Lopatkin was born in Leningrad, Russia. He studied at the School of Sewing and Graphic Arts Department of the Herzen State Pedagogical University of Russia. After graduating, he began with theatrical costume design and private orders, until he created his own label in 2001. He made his debut in 2003 at the Saint Petersburg Fashion Week, and has since showcased his collections for the Russian and European public with proposals that always combine elegance and fine art as a hallmark.

THE SWEDISH SCHOOL OF TEXTILES www.hb.se

In the Swedish School of Textiles of the University of Borås, fashion design is understood in its broadest sense. The school provides a unique environment for reaching maturity as a designer and artist. This book features the collections created by designers who passed through its classrooms in recent years and who presented their collections in the spring/summer 2011 edition of Stockholm Fashion Week. The proposals and concepts are a sign of creativity and the immense talent of these young designers.

Sara Andersson – Prepositions

Johanna Milvert – View

Elin Klevmar – Efterklang

Stina Randestad – Breed

Emelie Johansson – Structure is everything

Jennie Siljedahl – Control me as I control you

Elin Sundling – I paint myself into a corner

Ellinor Nilsen – Nobodies

Charlotta Mattsson – Welcome to Uchronia

David Söderlund – Homage

Helena Quist – Ubuntu



TIM VAN STEENBERGEN

www.timvansteenbergen.com

The Belgian designer Tim Van Steenberghe graduated from the Royal Academy of Fine Arts in Antwerp. Afterwards he studied draping and haute couture and worked as chief assistant for Olivier Theyskens. In 2002, he presented his first collection in Paris and created his own label. In addition to his magnificent collections, Tim creates costumes for major movie and theater productions worldwide. In 2009 he was voted best Belgian designer in the Elle Style Awards.



TSUMORI CHISATO

www.tsumorichisato.com

Born in Japan, Tsumori Chisato studied at the prestigious Bunka Fashion College in Tokyo. She worked as head designer for the Issey Miyake Sports line, later renamed I. S. Chisato Tsumori Design. In 1990, she presented her own collection, Tsumori Chisato, at Japan Fashion Week, where it was a total success. In 2003, she presented her menswear collection and became part of the official calendar of the Paris Fashion Week with innovation, elegance, and fun as hallmarks.



VASSILIOS KOSTETSOS

www.kostetsos.gr

Vassilios Kostetsos was born in Athens, Greece where his mother had a leading fashion import business. By the age of nine, he visited the studio and was enchanted with this magical world. In 1990, he created his own label and presented his first haute couture collection with excellent results. He has presented runway shows in places as special as the Central Railway Station of Athens, and his collections have received critical claim from followers in New York.



VICTORIO & LUCCHINO
www.victorioylucchino.com

José Luis Medina del Corral, from Seville, Spain and José Víctor Rodríguez, from Córdoba, Spain, created Victorio & Lucchino in the late seventies. There are six elements that define their unmistakable style: color, lace, embellishment defined by fringing, flounce, brides with their own identity, and the fusion of tradition from Southern Spain with cutting-edge fashion. Their proposals are shown each season at the Cibeles Madrid Fashion Week and have been presented on the runways of New York, Milan, Barcelona, Germany, and Japan, among others.



VLADISLAV AKSENOV
www.vladislavaksenov.com

The Russian designer Vladislav Aksenov created his menswear company in 2007. He broke conceptions with his first collection, zero zero one, in Saint Petersburg Fashion Week, with a style that blends luxury and military style. The label has two lines: the first, Vladislav Aksenov, for serious and respectable people; the second line, Varan, is for those who prefer an unusual and daring temperament. In addition, Vladislav also devotes part of his creative energy to interior design.



VRL COLLECTION
www.vrl-collection.jimdo.com

Born in Cadiz, Spain, Paco Varela is the fashion designer and stylist behind the firm VRL Collection, based in Madrid. After his experience working for the Portuguese designer Alexandra, he set up his own company. His collections have been presented in various editions of Pasarela Costello in Madrid, Jovens Criadores in Lisbon, and South 36-32N in Cadiz. He focuses on romantic and elegant collections for men and women with a predominance of light and transparent fabrics.

