



"Made in Armenia" Runway Show

Ariga Torosian | Ruzane | LOOM Weaving | Soncess | Nelly Serobyan | Faina | Vahan Khachatryan | Kivera

September 23, h. 18:00

PALAZZO VISCONTI

Via Cino del Duca, 8, 20122 Milano

2022 marks an important date in the history of the Republic of Armenia as exactly 30 years ago diplomatic relations with many countries, among them Italy where established. During the last thirty years, Armenian-Italian relations evolved not only in diplomatic and official platforms, but also in the fields of culture, fashion and entrepreneurship. In particular, success stories been registered in the field of textile and clothing production. This is evidenced by a number of successful and stable collaborations.

By taking into consideration these economic relations between two countries and the opportunities for further development of mutual cooperation in the field of textile and fashion industry, the Ministry of Economy of Armenia is organizing "Textile Alliance Armenia - Italy" Business Forum and Runway Show.

The 3 day event is composed of the business forum, fashion show and company visits when Armenian and Italian representatives of the textile and fashion industries will have the opportunity to communicate, present their products and establish business network.

In the framework of the partnership 8 prominent Armenian designers will show their Spring-Summer 2023 collections on September 23 at historical Palazzo Visconti. The brands Ariga Torosian, Faina, Kivera, LOOM Weaving, Nelly Serobyan, Ruzane, Soncess and Vahan Khachatryan are selected in collaboration with the Fashion and Design Chamber of Armenia.

VAHAN KHACHATRYAN

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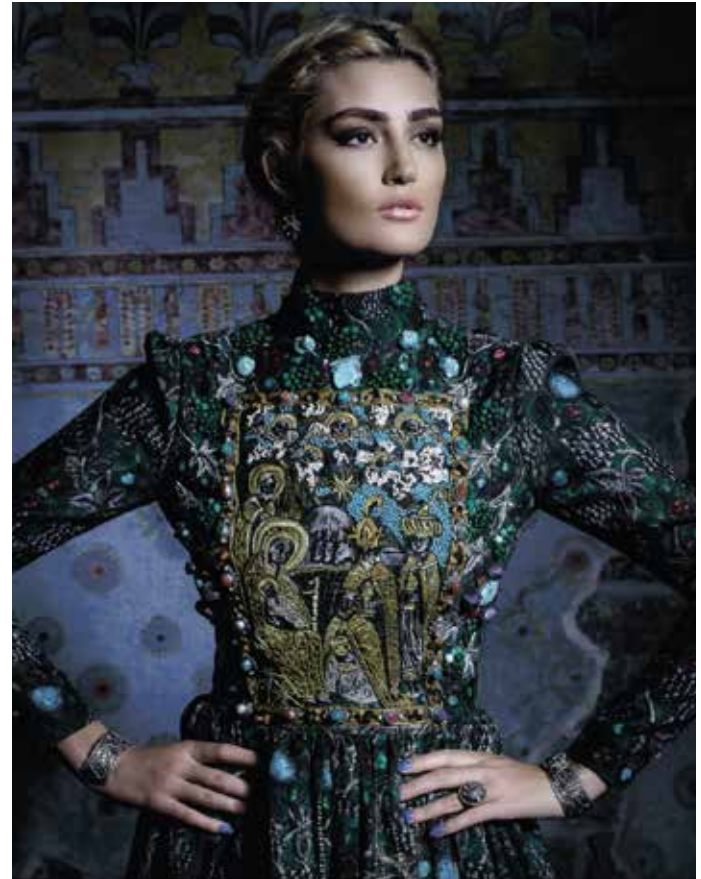


vahankhachatryancouture



<https://www.vahankhachatryan.com/>

Vahan Khachatryan founded his eponymous brand in 2013 after repatriating to Armenia from Italy. The brand is committed to producing exclusive clothing of highest quality and unique design. Huge attention is paid to every detail on every piece, and lots of handwork is employed to achieve the perfection and uniqueness in each dress. So far, the brand has been producing couture and bridal clothing as well as occasional ready-to-wear collections.









Soncess



SONCESS founded by Sona Hakobyan, Soncess is driven by a free-spirited nature and the desire to stand out. The idea of "freedom" guides the designer through the entire creative process, allowing her to combine materials that may seem clashing or mismatched at first glance. Sona blends simple high-quality materials with impressive colorful details, this serves as the basis of her brand's original identity.

The collections consist of cool and laid-back fashionable outfits that can easily be transformed into unique evening wear by pairing different pieces from the collection.










Ariga Torosian

 ariga_to_

 <http://arigatorosian.com/>

Ariga Torosian, a fashion designer of Iranian-Armenian origins, proposes collections of net cuts played off white and black, strongly inspired by graphic design and architecture. A mix of modernity and tradition is the inspiration for the brand founded in 2013. Far from any complexity in colors and without any philosophical look, she chooses a color only for the sake of visual comfort.

The black and white behavior of the East is heavily rooted in her works, something that is valuable in minimal art. Ariga with her designs tries to bring you comfort in the hustle and bustle of the urban life.









LOOM Weaving



 loom_weaving

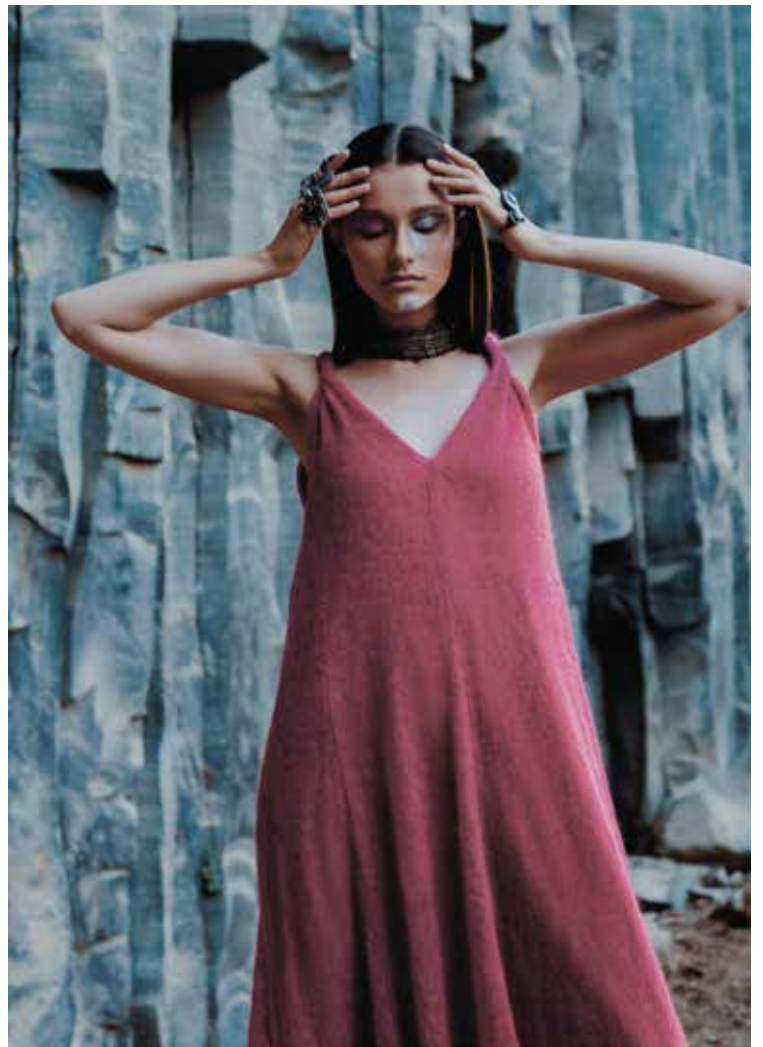
 <https://loom-weaving.com/>

LOOM Weaving is an Armenian knitwear brand founded in 2014. Each item is a unique handmade piece created by mixing Armenian embroidery with modern style and as a result receiving cozy and cute, bold and bright, ultra-fashionable and fabulous products.

LOOM uses national shapes, distinctive knitting techniques and color combinations. LOOM was established with the mission to revive handmade techniques and build a new route for Armenian knitwear production to design, develop, weave and above all create.







KIVERA

KIVERA

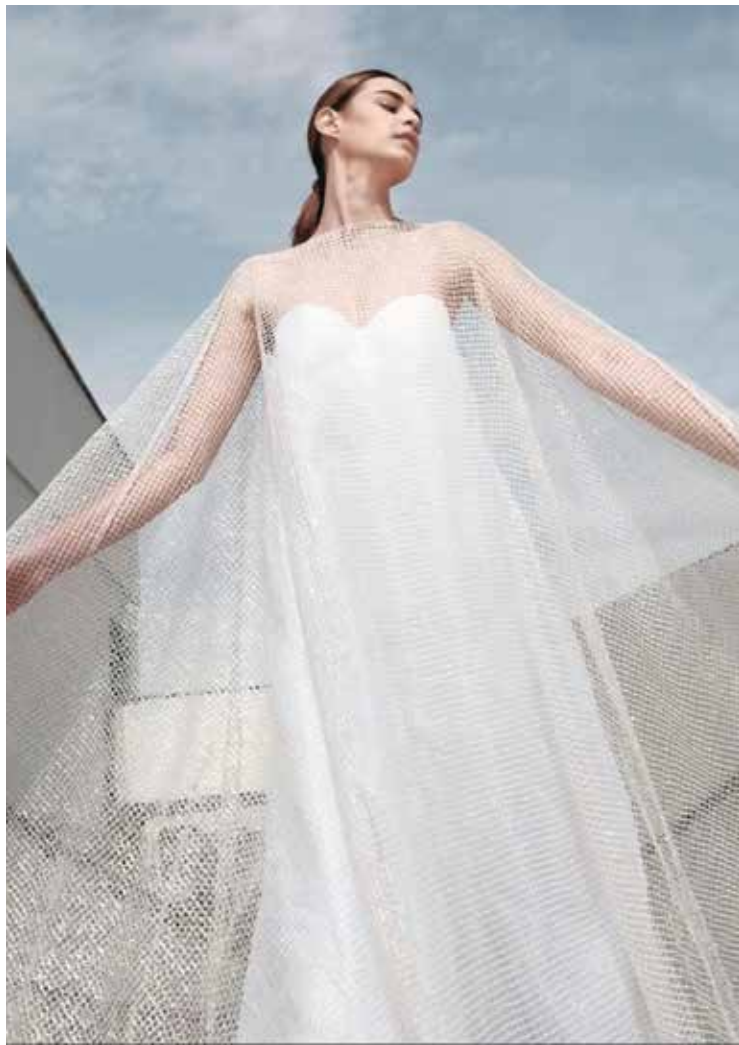
 kivera.brand

 <https://kivera.am/>

Founded in 2005 by Arevik Simonyan, Kiverabrand has its signature style that emphasizes on feminine, elegant, luxurious and bold designs that never gets old. The brand's DNA symbolizes elegance, noble classics and femininity. Masterful handiwork and an impressive portfolio are the characteristics that Kivera Naynomis is known for. Along with a group of talented designers and skilled tailors, Kivera Naynomis is currently leading as one of the best deluxe apparel manufacturers in the Armenian market.









Faina

 faina_fashion

 <https://faina.am/>

Founded in 2007, FAINA brand is one of the most known brands in Armenia. Everything started with a desire to contribute and share the vision in the fashion segment with making high-quality content; to tell the story of women's feelings and beauty. She creates comfortable, sensual, elegant clothes for women adding some ashy details.

Each item is both simple and elegant for women with different tastes, who like to dress not only for fashion, but to express their personal character.







Nelly Serobyan



Fascinated by today's modern art and design, Nelly unites postmodern roots of fashion with classics. The message behind the Nelly Serobyan collections is to make the modern woman's life more convenient, condent, and attractive.

Nelly launched her eponymous label in 2014 after graduating from the Armenian Academy of Fine Arts and the Slava Zaitsev fashion house in Moscow. She likes to combine with classical elements to form trendy, casual or formal looks for women with a high sense of creativity.







RUZANĒ

RUZANĒ



RUZANE fashion brand was founded in 2013 by designer Ruzanna Vardanyan. Her clothing is sophisticated and feminine, yet always comfortable and casual. The RUZANĒ brand is classic and fashionable, but most importantly it offers comfortable clothing that emphasizes your originality and exclusivity.

The designer is inspired by the transparent beauty that can be seen everywhere, particularly in nature, interior, and art - transparent beauty that is next to you and ever present.





