**MADE IN ARMENIA Runway Show**

Spring-Summer 2023

*Textile Alliance Armenia - Italy*

September 23, 2022, H. 18:00

*Palazzo Visconti - Via Cino del Duca 8, 20122 - Milano*

<https://galleries.launchmetrics.com/p/emerging-talents-milan/showrooms/632deea36a118fa6b10d8ff5>

Ariga Torosian | Ruzane | LOOM Weaving | Soncess

Nelly Serobyan | Faina | Vahan Khachatryan | Kivera

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 were 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 have been registered in the field of textile and clothing production.

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 a business network.

**Ariga Torosian /** The underscore

A fashion designer of Iranian-Armenian origins, Ariga Torosian proposes a collection of net cuts played off white and black, strongly inspired by graphic design and geometric shapes. She has created a visual order by designing her collection not only as an outfit but as an aesthetic behavior for everyday use, by bringing comfort in the hustle and bustle of urban life.

@ariga\_to\_ [www.arigatorosian.com](http://www.arigatorosian.com)

**Ruzane /** Individuality

Ruzane stays true to her own style - minimalism. For this season, she gets a more daring, bold and sexy image. In almost every model, the main character is a corset, which emphasizes the sophistication, soft curves of the female body and symbolizes strong, self-confident, but at the same time, gentle woman. Softer, beige-brown tones dominate. With this collection Ruzane tries to remind the beauty of women despite the modern rush world, her uniqueness and charm which lies precisely on her femininity.

@ruzane\_

**LOOM Weaving /** Blossoming shells

Each item of the collection is a unique handmade piece created by mixing handmade embroidery with modern style, distinctive knitting technics and nude colors. The inspiration came from flower and shell shapes through interlacing yarns and handcrafted knitting technics as macramé, patchwork, braids, crochet. The key figures are oversized cardigans, jackets, sweaters combined with exclusive, bright, fantastic and completely handmade blossoming shells needlework.

@loom\_weaving www.loom-weaving.com

**Soncess /** Infinity

The inspiration of the collection is Armenian beautiful highlands and nature. Mostly bended roads, miners, stratum with natural colors - it all inspired me while creating this collection. The cuts, shapes and textures remind me of nature. The dominant colors are a grey palette inspired from miners and a little bit of red inspired from famous Armenia stone tuf.

@soncess\_\_ [www.soncess.store](http://www.soncess.store)

**Nelly Serobyan /** Black tetragon

The collection, within the identity of the brand, remains true to its style. It is very minimalistic, with dominating black color. Geometric patterns, direct and square lines are mainly used, which allow the models to stay in fashion for a long time and not go out of style.

@nellyserobyan.ns

**Faina /** Nika

NIKA collection is designed for a woman who is confident with herself and loves to dream at night. This collection was created to tell the world how gorgeous her figure is and how strong her character can be. The combination of clear silhouette and dizzyingly voluminous forms personifies all this. A woman is capable of more than you can imagine, and what she is wearing tells about it.

@faina\_official [www.faina.am](http://www.faina.am)

**VAHAN KHACHATRYAN /** Renaissance

The SS 2023 collection is inspired by the medieval art of Greater Armenia and is dedicated to the amazing ability of Armenian people to rise, blossom and create after every disaster. Tapestries with paintings by Toros Roslin (medieval Armenian miniature painter) were commissioned in Spain and used to make dresses, coats, jackets and bags. Other materials used are silk satins, printed silk chiffon and satin, silk lurex double-face chiffon and metal mesh. All to replicate the colors and textures of medieval fashion. Antique stylized jewelry finishes the looks giving a regal and divine mood to the collection.

@vahankhachatryancouture www.vahankhachatryan.com

**Kivera /** Roots

Faith is the foundation of our culture and the driving force of our people. With this collection, we wanted to show a modern look through our roots and our culture. Тhe collection has taken its cue from the teachings of classic tailoring to construct a sophisticated tribute to the culture and traditions of Armenia.

@kivera.brand [www.kivera.am](http://www.kivera.am)

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