

DANIAL AITOUGANOV

Tjitske Storm



Designer **Danial Aitouganov** was born in Tatarstan, Russia, and raised in Amsterdam. From an early age he was surrounded by art and design, which stimulated his fascination for the correlation of art and the zeitgeist.

In 2016 he graduated from the Amsterdam Fashion Institute (AMFI) with a BA (Hons) in Fashion. During his studies he gained experience as a trainee at **Alexander Wang** in New York, which gave him a solid commercial understanding of the fashion industry.

Danial wants to create a vision that pushes the envelope of dress. His inspirations are multiculturalism and female emancipation. He aims to combat the stereotypical, objectified images of women seen on social media, in music videos and films by portraying strong, free-spirited individuals. In his work Danial explores the boundaries of womanhood by combining utilitarian influences, colorful flower

prints and voluminous silhouettes. His subjects are free, playful yet revolutionary females who are full of expressive imagination.

Aitouganov's first collection, 'Women Work', awarded the Lectra Prize for Fashion Design, laid the foundation of his aesthetic style that continued to develop in his graduation project 'The Second Sex Vol II'. His latest collection won the Dutch Lichting Award 2016 and got Aitouganov selected as one of the 10 finalists of the fashion competition at the famous **International Fashion and Photography Festival** in Hyères, the talent launch pad that previously kickstarted the careers of such designers as **Viktor & Rolf**, **Anthony Vaccarello** and **Sébastien Meunier**. Aitouganov will show his new collection of clothes and accessories, designed specifically for the festival, at Hyères' Villa Noailles in April 2017.

www.aitouganov.com