

WOMENSWEAR

LABELS TO WATCH



M1992

Italian designer and DJ Dorian Stefano Tarantini rose to prominence as a creative director of Milan's legendary Plastic Club. His label **M1992** (formerly known as Malibu 1992) was launched as a video art and music project, but soon drifted towards fashion. Since 2014, it has been an Instagram sensation and its fans include the likes of Rihanna, Jessie J, Iggy Azalea, Brooke Candy, Rita Ora and Nicki Minaj. The brand's first womenswear capsule was presented in June 2017. Tarantini's clubbing influences are palpable in his designs, but far from obvious; instead, they are mixed with an eclectic range of other references, from historical costume to classic ideas of Italian luxury and tailoring. Tarantini cites Claude Montana and Gianni Versace among his greatest influences, which might explain his penchant for both flamboyance and extremely sharp silhouettes. The label is stocked in stores such as **Harvey Nichols** (Hong Kong), **10 Corso Como** (Shanghai), **Wild Style** (Los Angeles) and **Sugar** (Arezzo).

www.m1992.eu



BOYAROVSKAYA

Paris-based womenswear brand **Boyarovskaya** is the brainchild of Maria Boyarovskaya and Artem Kononenko. An alumna of Istituto Marangoni, Boyarovskaya worked as a junior designer at **Givenchy** and **John Galliano** before launching her own label in 2016. At the center of the brand's universe is a love for deconstructed tailoring, a sense of modern elegance and a special focus on details. Unique construction techniques create powerful and versatile looks; intricate fastening systems comprising metallic zippers and snap buttons accentuate the edgy, urban feel. The main themes of the A/W 18 collection are deconstruction and illusion. Key pieces include a paper-imitation leather dress, transformable coats, tops and skirts. Rich, intense, warm winter tones complement the structured graphic silhouettes, resulting in a sleek and sophisticated feel. Easy T-shirts with fun slogans complete the look. Boyarovskaya is represented by **FIND A NAME** showroom in Paris.

www.boyarovskaya.com



ROMANCHIC

Romance meets chic: Korean designer Hye Jung Choi, a graduate of New York's Parsons Design School, combines youthful romanticism and mature sophistication in her aptly titled label, **Romanchic**. The brand was launched in 2015, but Choi is no fashion novice: back in 2003, she won the **Calvin Klein** Denim Design Award and went on to work for **Maggie Norris Couture**. Over the years, her designs have featured in Project Runway Korea, the **Hyundai** department store and in numerous TV Shows. Choi's signature style is about exaggerating traditionally feminine details, such as ruffles, pleats and polka dots, giving them an irreverent, tongue-in-cheek quality. Her playful, approachable and cool designs have won over customers around the world: at present, Romanchic is stocked by **Shopbop** (online), **3NY** (USA), **Twist** (Hong Kong), **Nass Boutique** (Kuwait), **La Louche** (Egypt) and many others.

www.romanchic.com