

10.-16.09.2018 MuseumsQuartier, Museumsplatz 1, 1070 Vienna

MQ VIENNA FASHION WEEK.18



RD&C **7**
creative brands
romanian designers and companies



INTRODUCTION

Romania has always been in fashion since the early days, but often the world was quite busy to realize it.



Brands

6°

ANDREA TINCU

8°

IRINA SCHROTTER

10°

MAISON CHOUCYOU

12°

ANA MARIA CORNEA

14°

MIRELA DIACONU

16°

MUSETTE

18°

PASSION BY DENISA





7 CREATIVE BRANDS

It is international recognition that made Romanian designers think that there are other markets just waiting to be conquered. Brands such as Jolidon among others are international hits and young designers like Rozalb de Mura, darlings of the international press. There is a strong Romanian creative wave that has been manifesting itself lately in cinematography and interior design as well. All of a sudden, from a "lohn" country we became a "creative" one. And it is this creativity that we showcased in Paris, Berlin, London, Dubai and even Kuwait and, right now, in New York. Here are 7 creative brands to prove it.

ANDREA TINCU

Andrea Tincu is a brand created in the year 2007 and which has been dedicated since its beginning to the women who love high-end designs, creativity and innovation.

SS2019 collection is characterized by graphic and precise lines in shades of white, black, blue and red.

The stripes are boldly combined with flowers while the transparent parts of the garments are balanced by the opaque ones. The prints are created after the designer's paintings and then processed on the computer.

It is a fresh and minimalistic collection in which all the details were carefully realized by our team.

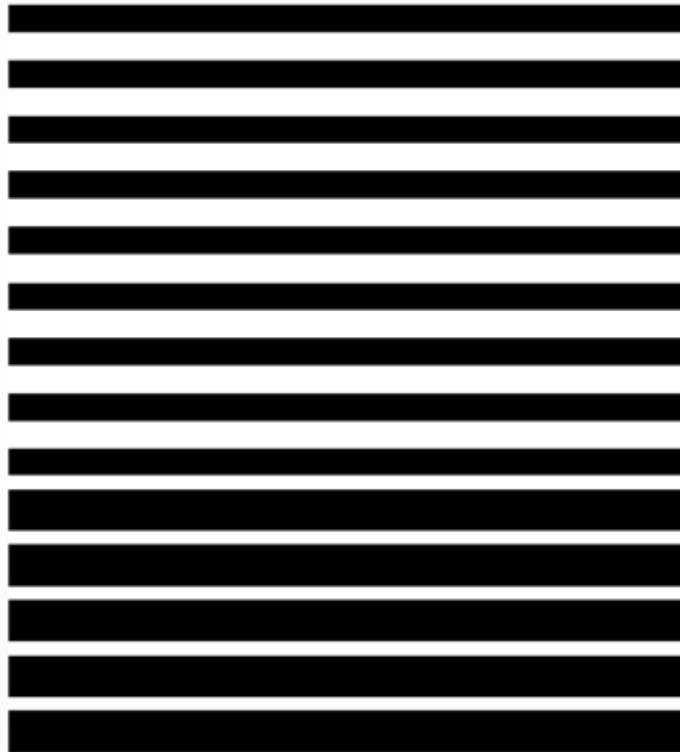


All the fabrics used in AT collections are 100% natural and fair trade and they come in different forms, such as: crepe, duchesse, organza and veil. The majority of the fabrics are made in Italy and the production is entirely manufactured by Romanian employees.

Each year, the brand presents four collections, two main one of clothes and two secondary of accessories and silk scarves which are created based on the designer`s paintings.

Andrea Tincu`s collections can be discovered on her website, www.andreatincu.com, and were shown on many runways from the Europe (Kiev, Amsterdam, Vienna, Athens, Bucharest, Sarajevo, London, Bucharest, Iasi, Zagreb ...).

You can find more information about the designer in : La Poesia della loro e fashion stylists Collezioni-100(edit.Logos Art, Italy, 2010), Vogue Uk, Collezioni It, Elle, Marie Claire, Cosmopolitan Beau Monde, Viva, Advantages, Unica, The Institute, One.



IRINA SCHROTTER

It all started 25 years ago, when a Romanian Medical School graduate had a dream: to create clothes that were practical and feminine at the same time. Her name is Irina Schrotter and today she is living that dream, becoming a well-known brand sold across 4 continents, in 17 countries. It is a modern story about believing in your dreams and strengths, in focusing on what women really need to wear – a practical formula that helps them to look powerful, yet feminine. For Irina, clothes shouldn't be boring and they should help women define who they are and help them to achieve their goals.

She is constantly focusing on shapes and details, creating an everyday wardrobe that can be easily mixed and matched in a generous number of looks. In 2001 the brand went global, presenting its collections at Mercedes Benz Berlin Fashion Week, MQ Vienna Fashion Week and at important fashion fairs in Paris and Milan. It was an instant hit and her creations were acclaimed by prestigious magazines such as Vogue, Style.com, Glamour, Elle, In Style, Grazia and at Le Mag broadcast from Euro News Channel.





Exclusiv Comp Ltd. M: 0040 232 415793 E: aura.popa@irinaschrotter.ro A: Bucium str. No. 34- Iasi 700265 – Romania
www.irinaschrotter.ro



ANA MARIA CORNEA

Born in the heart of Transylvania -Romania, Ana Maria Cornea is what you would call an all around artist. Equally passionate about fashion design and painting from a young age, Ana graduated from High School of Art in Brasov and the National University of Art, Fashion Design in Bucharest. Winner of numerous national awards and author of art exhibitions in painting and decorative arts, Ana Maria has made a steady growth into the world of arts over the years.

During her creative career, she is well known in the Romanian fashion scene as a top Stylist collaborating with celebrities, public figures, magazines and TV shows. Currently Ana Maria is teaching courses in art, style and fashion at Atelierele Ilbah School in Bucharest.

In 2006, she established Ana Maria Cornea, a fashion brand bearing her name, debuting both apparel and accessories collections. Her technique and vision of blending art, styling and fashion have become a unique AMC signature.

The brand embodies the modern woman: independent, elegant, sophisticated and strong, and exudes the femininity of our time. Through the deep exploration of various eras, Ana Maria Cornea continues the essence of primordial beauty that transcends through time. Her inspiration is drawn from her worldly travels, architecture, art, old movies and style icons .

Chromatic collections and voluminous silhouettes define the brand identity. The main ethos of the collection always remains to be the dress: long, midi or short, in rich fabrics. She often uses wonderful materials, silks, embroidery, lace, taffeta, tulle and brocades to create elegant and timeless designs.

All collections are designed and created independently by hand with the greatest attention to detail. Though each collection, Ana Maria Cornea signature remains constant, one story of art, style and beauty.



Golden Eagle Impex Ltd. E: corneaana@yahoo.com A: 3 Constantin Esarcu street, Bucharest, RO-010291
www.anamariacornea.com

MAISON CHOUCHOU

Maison Chouchou is the fashion workshop developed under Alexandra's signature. Leaving art completely influence her work, Alexandra created an eclectic clothing style that seeks for confidence, comfort and an intensive self sense of what a woman truly is.

The collection brings clean cuts, quality fabrics and complimentary design.

The clothing products made in our workshop are designed to influence your mood, to strengthen you and reflect your personality.

"You are not monotonous. You are vibrant, you are spread in so many colours and cases, you have different moods and complex feelings"

We are Maison Chouchou. We create fashion.





Maison Chouchou Ltd. E: office@maisonchouchou.com A: 22 Lascar Catargi street, Iasi, RO-700107
www.maisonchouchou.com



MIRELA DIACONU

Mirela Diaconu, the designer behind the brand, got her degree in fashion design at NABA (Nuova Accademia di Belle Arti) and an Accessories Designer diploma at Domus Academy, both in Milan, where she had the chance to collaborate with designers such as Frankie Morello, Diego Dolcini, Daniela Puppa, Future Concept Lab, Mario Sorbo, Carlos Osman, ecc.

She creates daywear and eveningwear for women and defines her style as “feminine, bold and chic”. With a clean and edgy style, with practical and versatile outfits, Mirela Diaconu decided to go international, by participating at tradeshows and showrooms in Paris, Dubai, Milan, Vienna and New York.

In 2007 she opened her design studio in Bucharest, which proved to be a fast growing business and soon she started being the style advisor and designer for modern girls of all ages.

When you choose to wear her designs, you benefit from her 10 years' experience in the fashion industry and you will be transposed in her own feminine world. Beautiful designs, clean cuts, precious fabrics and playful color mix. She knows that a special occasion needs a perfect dress and a perfect dress means passion, inspiration, maximum attention to details and matching each customer's personality



MD Fashion Lab Ltd. E: contact@mireladiaconu.com A: B Aviator Petre Cretu 64A, Bucharest, Romania
www.mireladiaconu.com





MUSETTE

Founded in 1992 as a trading company, Musette is nowadays a luxury fashion brand that encompasses women's and men's shoes, handbags, small leather goods and other accessories. Musette is the new luxury, unconventional and authentic. A style that expresses new forms of elegance, presenting itself as a modern classicism, based on superior creativity.

The strong identity of the Musette brand has evolved over the years without ever forgetting its roots. The creations blend, in a challenging, yet charming way, the traditional esthetics with top trends of the moment. Musette is a brand whose essence lies in the contrasting features.

The Spring Summer Collection 2019 it is an invitation to discover the Millennial's world. New modernity, disco vibe, interconnectivity are the elements of this new collection.

Musette Exim Ltd. E: office@musettegroup.ro www.musette.ro
A: 36-38, Verzitori Street, Bucharest, RO-040301

PASSION BY D

Fusion Collection spring summer
2019 - Don't be indifferent, stay different!

"Nothing great in the world has ever been accomplished without passion", said George Wilhelm Friedrich Hegel, the german philosopher. And, indeed, the two main characteristics applied by young designer Denisa Pricopie when she brought her own clothing line Passion By D to the spotlights were passion for beauty and perfectionism to the smallest details.

Passion By D is a fashion brand dedicated to all powerful women who do not settle for a conventional look and they constantly explore new ways of wearing original, stylish outfits. Any woman who wishes to reach beyond the barriers of a classical style and adopt a comfortable, sophisticated and feminine look will easily identify herself with our's creations.



The Fusion Collection is combining elements from Ancient Roman dress and La robe Francaise from 1910's years, in a modern vision. We are harmoniously playing with spectacular prints full of colors and fantasy French lace details. The collection is a translation of the body language in attitude of passion and independence. Also the used print is a definition of the fusion term. The reborn of modern French lace contoured by silk-satin and stretch taffeta textures transform the woman of the 21st century into a diva muse. The designer wish is to get any women out from the comfort zone into a new dimension. This is how the Passion by D's vision of contemporary woman continues as a powerful, bold and original one.



BECOME A FASHION INSIDER

Join us for an exclusive look at our seasonal collections. Like us on Facebook, follow us on Instagram and join us at the Passionbyd.com/blog for more of the latest news

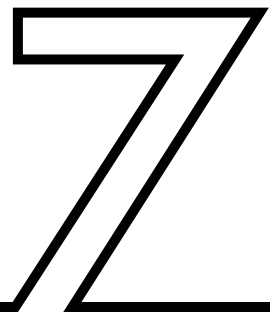
Facebook: [PassionbyDenisa](https://www.facebook.com/PassionbyDenisa) **Instagram:** [passionbyd](https://www.instagram.com/passionbyd)

Passion by Denisa Ltd. M: (+40)373 872 92 E: passion@passionbyd.com www.passionbyd.com

A: Jean Louis Calderon no. 17, 2nd floor, int.05, 2nd District, Bucharest 020031, Romania

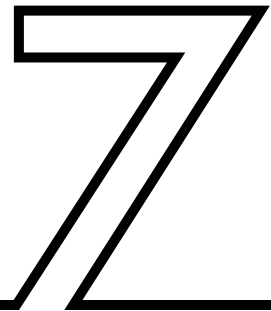
Notes.







Thank you.





Ministry for the Business Environment, Commerce
and Entrepreneurship, 152 Calea Victoriei str.,
Bucuresti, Sector 1, 010096, Romania
imm.gov.ro



Future in Textile Association,
34 Bucium str., Iasi, 700265, Iasi,
Romania
www.fit21.ro

