

BRAND: IVANOVA
Foundation in 2007
Located: Kiev, Ukraine.
Designer: Lena Ivanova.

TM IVANOVA Conception

“Fashion for me is art, above all things. But I have always tried to create clothes that one can wear in the street, in real life.”

“I find inspiration in people, in cities, - I am a big urbanist.”

“The most wonderful thing in my work is to create style. I look into the individuality of a person in the first place to underline his or her strengths and expose a natural charm with the help of clothes.”

“I would like to remain a cosmopolitan and to be understood in every corner of the Earth.”

“My main qualities: control over everything that is happening, personal participation and absolute individuality.”

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TM IVANOVA Style

Thin plastic fabrics, which make you feel comfortable, which are the extension, cocoon of the body.

Multiple layers,
playfulness,
complex colors,
provocative appliqués,
laconic forms,
clear-cut compositions,
comfort.

Expression of individual vision, of personal perceptions.

The secret of style of IVANOVA brand is in designer's being constantly inspired by miscellaneous things. Lena Ivanova is absolutely an easily carried away person. Today it is rose bushes and Vienna Opera for her, tomorrow – enchanting spectacle of the club STUDIO 54, yesterday - Catherine Deneuve in The Umbrellas of Cherbourg.

TM IVANOVA Areas

Pret-a-porter: creation of season collections, participating in Ukrainian Fashion Week, competitions, exhibitions. Sales in boutiques and showrooms in Ukraine.

Working with clients, corporate orders, custom tailoring.

Suits, dresses, overcoats, evening and weddings gowns, children's outfits. Tailoring of uniform, outfits for exhibitions, presentations, costume shows.

Advice regarding selection of clothes, accessories, appearance on the whole.

The Crew

Crew of 10 persons, which has been working with Lena Ivanova for more than 5 years.

Highly skilled tailors, experienced cutters, administrator and director.

100 sq. metres of workshop.

Modern equipment.

Participation in projects

2007 year - collection "Top Secret". Ukrainian Fashion Week. (Kiev)

2007 year – custom-made clothes collections at the request of UkrAvto for the exhibition of SIA (Kiev)

2007 year - season collection show. Club Decadance. (Kiev)

2008 year - collection "Woman who...". Ukrainian Fashion Week. (Kiev)

2008 year - Grand Prix at the competition of cruise collections "Heat 2008". (Kiev)

2008 year - making of suits for the costume holiday in Scotland. (Turnberry.)

2008 year - collection "Slits". Ukrainian Fashion Week. (Kiev)

2009 year - collection "Zvezdochka". Holiday Fashion Week. (Odessa)

2009 year – Participation in project Wanted Design Week (Kiev)

2010 year – collection “Modesty Sister” Ukrainian Fashion Week. (Kiev)

2010 year – collection "Wanted Woman". Holiday Fashion Week. (Odessa)

2011 year - collection “Zero Time” Ukrainian Fashion Week. (Kiev)

2011 year – participation in a I LOVE KIEV festival (fashion market)

2011 year – capsule collection for concept store THE ONE (Kiev)

2011 year – the first time in Ukraine, when the fashion collection presented as a video performance in a modern art gallery M17. s/s 2012 by IVANOVA

2012 year – participation in the international salon WHO’S NEXT pret-a-porter (Paris)

2012 year – collection f/w 2012/13 as a video performance in the cinema “Kinopanorama” (Kiev)

2012 year – collection s/s 2013 as a video performance in the creative space LOFT (Kiev)

2013 year – collection f/w 2013-14 as a creative presentation in the gallery of modern art MyGallery (Kiev)

2013 year – collection s/s 2014. (Mercedes-Benz Kiev Fashion Days)

2014 year – collection f/w 2014/15. (Mercedes-Benz Kiev Fashion Days)

2015 year - collection s/s 2015. (Mercedes-Benz Kiev Fashion Days)

2015 year – collection f/w 2015/16 as a creative presentation in the CrossfitBANDA, Kyiv, Ukraine

2015 year – collection s/s 2016 as a creative presentation in the autoservice NANOPROTEC Kyiv, Ukraine

2016 year – collection f/w 2016/17 as a creative presentation in the modern library bOtaN, Kyiv, Ukraine

2016 year – collection f/w 2016/17 as a creative presentation in the University of the Cinema and Theatre named of Karpenko-Karyi , Kyiv, Ukraine

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<https://www.facebook.com/IVANOVA-53761673148/timeline/>

Brand IVANOVA is represented on

www. lenaivanova.com <http://www.lenaivanova.com/eng/>

HAKOLINE (UKRAINE) <http://hakoline.com/women/ivanova13/>

THE PLACE TO DRESS (FRANCE)

<http://www.theplacetodress.com/recherche.php?recherche=ivanova>

NJAL (GB) <http://www.notjustalabel.com/search/node/IVANOVA>

REDMINTshop <http://redmintshop.com/index.php?module=designers&action=show&who=39>

ZARGAN FASHION concept store, via Guglielmo Marconi 9, Cassino, Italy

ELMA boutique, shopping mall Olimpiyski, Kyiv, Ukraine