Beat: News

Izabella Dordosova Futurism in Fashion INNIKI Couture

World Fashion Week Shanghai

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World Fashion Week - Izabella Dordosova is a Russian fashion designer renowned for her eponymous brand, INNIKI, which presents a fresh perspective on modern femininity. Her signature style harmoniously blends sophisticated elegance with architectural precision, reflecting a deep respect for tradition alongside bold design choices.
Dordosova's professional journey commenced at the College of Creative Industries, where she earned a degree in Fashion Design, garnering accolades at numerous young talent competitions. Driven by a fascination with form and structure, she furthered her education by pursuing studies in Architecture at the Engineering and Technical Institute of NEFU named after M.K. Ammosov.

This synthesis of creativity and analytical thinking, continually nurtured through her architectural studies, formed the foundation for the creation of INNIKI, a brand that debuted at Moscow Fashion Week in 2022 with the "Delta" collection, inspired by the fractal structure of the Lena River Delta. INNIKI is a harmonious blend of modern style and traditional elegance, where decorativeness and flowing lines, complex construction, and futuristic motifs blend seamlessly with elements of traditional dress. The brand offers a unique combination of fashion-forward designs and sophisticated elegance, allowing every woman to express her individuality and refined taste through impeccable style and quality.
In 2023, Izabella Dordosova's designs graced the pages of Vogue and the cover of Canada's SHEER magazine.
This week we saw her breathtaking collection on show to the who's who of Chinese big business at World Fashion Exhibition / World Fashion Week in Shanghai and a few days later on show in Hangzhou amongst the millionairs of Chinese industry before her jetsetting departure to showcase at Moscow Fashion Week in Central Exhibition Hall 'Manege' where the city will be a buzz of Fashion.

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