

YAGA New Collection of Fashion Wear «Bella Donna» - Alchemy of Fabrics

By Yaga textile design studio

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Yaga textile studio presented a new collection of fashion wear at the "Fashion Week in Moscow" organized under the support of the Association of High Fashion and prêt-a-porter and Moscow authorities. It was a bright event in cultural life of Russia.

Russian textile design studio YAGA is working over a completely new technology of making unique fabrics which was developed and patented by Irina Yega, a head of the company and a member of International and Russian Union of Designers. This method, a fusion of different textile materials in one whole, allows not only to create unique fabrics rich in color and texture, but to embody in full measure the magic power of feminine with its ability to tie and tear. Connecting the opposites, mixing old and new, heavy and light, cold and hot, woven and knitted, the artists bring the fabrics into the upper stage of synthesis - alchemic transmutation when parent material dies and reborns in the created one.

For this reason, YAGA fabrics are always a little beyond our ordinary perception of reality, they "blink" in time and space and are not affordable for the final description. Owning such metaphysical features makes each YAGA piece of art sole and unique due to its origin. Though the artists show fabrics in an absolutely new light, their unique fabrics can be cut, sewed, and hanged on walls.

All these achievements are reflected in the new collection of fashion wear BellaDonna. Yaga studio presented this collection autumn – winter 2007/2008 at the "Fashion Week in Moscow".

The show took place in the club Violete. There were many people including famous designers present. Along with the defile, the guests were entertained by girls dressed like flowers. Plastic compositions of the "plant" theme presented by the club's female gymnasts made their contribution to the show of Beautiful Lady.

BELLADONNA - a perennial herb, poisonous: Women in ancient Rome used it as a "beauty remedy". Hence derived the name - Belladonna - Beautiful Lady.

BellaDonna - mistress of spring fields and meadows, many-colorful Herda in white realm of the Snow Queen.

BellaDonna - essence of flight, a dance of awaken fairies in the forest of the charmed travelers.

BellaDonna - upon the wonderful world of color and beauty.

Welcome to Yaga's world woven from magic yarns

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