**IRINA YUZIFOVICH**

**MOSCOW**

***moto: feminine and powerful***

**The story behind the brand…**

My professional activity has always been connected with the world of fashion. It all began with clothing and lingerie stores. This was a significant time for me: endless work trips to Paris and Milan, fashion shows, ordering collections of famous brands, but most importantly - building connections with amazing people, real fashion gurus, whose experience I had the chance to soak up. This was followed by getting a degree at the Higher School of Economics where I majored in Fashion Management, and after that came several years of working as a stylist. That was when I realized what women enjoy and want to wear…

Sometimes we find ourselves in circumstances that change the way of life we have become accustomed to, and these circumstances drive us out of our comfort zone. However the new way of things can also make us stop and realize our true values and desires, it can make us remember who we really are.

It is at time like this that I felt - the time has come to bring my dream to life and create my own, personal clothing brand!

For the longest time I’ve wanted to do something that inspires me, fills me up to the brim with energy, something I can live and breathe by. It took a ton of effort to make my dream a reality but every bit of it was worth it - I am now free to fulfill all my creative plans and ideas!

I have decided to give the brand my name - **IRINA YUZIFOVICH -** because everything I do is a reflection of my style and how I perceive fashion.

Leather has always been a favorite material of mine, since it is capable of making everyone look stylish and unique.  It is valued for its extraordinary practicality, not to mention how multipurpose it is. The variety of makes and textures allows to create practically any item of clothing ranging from outwear to the most delicate blouses and tops.

Leather items always have «character», they’re always incredibly versatile, just like us. They can be edgy, letting the girl wearing it demonstrate her rebellious spirit, and they can be sophisticated and subtle, bringing out our daintiness and grace. Putting on a leather dress can make us feel powerful yet feminine and sexy at the same time.

**IRINA YUZIFOVICH** - is an embodiment of exquisite aesthetic, powerful, feminine, and aimed at getting a perfect fit. Our clothing is created with limitless love for women, and our high-quality fabrics and elaborate designs will secure a place for our items in your wardrobe for many years.

Варианты слогана:

Feminine and powerful

Feminine and strong

Womanly and strong

Feminine and intense/ intense and feminine

Upstanding and feminine