

EXCLUSIVE: 5 MINS WITH ANNA K



What motivated you to launch your brand so young?
I've been dreaming about my first collection all my life. I was modelling at 14 but I studied at art school before and went to the Fashion School in Kiev.

What lessons did you learn modeling and studying?
When I was modeling I wore beautiful clothes, I spoke to designers and I was photographed which was very helpful for creating new collections. Our main motto is "every girl is a model" and my model friends really like the Anna K brand. I learnt about construction and fabrics at college and I attend fashion weeks and visit exhibitions and museums.

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Do you think being so experienced so young gives you an advantage over other fashion designers?
I am happy that I started my fashion career when I did as fashion today really welcomes young talent. Vogue published an article about young designers which named me as part of the young generation shaping the future. So that's why my next collection will be "Guest from the Future".

What do you think was your breakthrough moment?
The "Fashion Circus" collection I created which was dedicated to the Suzy Menkes article. T-shirts had phrases like "I'm on the list" and "I'm not a blogger" which were worn and stocked worldwide. After that I started to attend different shows, like Pitti, and now we have our buyers.

21%

Anna K

Anna K is well on her way to crafting a happy fashion ending quite unlike the dark, Tim Burton-esque tales that inspire her collections. The Ukrainian designer launched her eponymous label in 2012 aged just 16 but managed to squeeze in a modelling career and graduate from art school first. Anna K womenswear was an instant hit with the street style set and the fashion press who were seduced by the girlish glamour and chic, cartoonish chord it struck. Four years on, one Vogue Italia Design.It prize later, 42k followers on Instagram, and in light of Ukraine's rising fashion reputation: it felt like a good time to catch up with the high-flying designer.

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Talk us through your creative process?
I start my collection by drawing sketches then choosing fabrics. I discuss everything my team and then develop samples. I am my own muse and I'm inspired from the street-style looks of my friends, Kate Moss, Coco Rocha and fairy-tales. For Fall/Winter it was "Little Match Girl" and this season is "The Princess and the Pea". There are a lot of pearls, bows, girly dresses, pink and grey colors and chains. We buy a lot of fabrics in France and produce part of the collection in Italy and the rest in Ukraine.

Do you have a favorite fairy-tale or cartoon?
One of my favorite fairy-tales is "Little Match Girl". I dedicated my collection to it but in my collection the end is positive because she survives. My favorite cartoon is "SpongeBob".

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How important is street-style coverage for business?
Street style is very important for the Anna K brand as I have a lot of friends who wear my dresses and get photographed. Buyers often get in touch after seeing my clothes like that.

Who are your biggest fans and key supporters?
Daria Shapovalova, More Dash Showroom, Avenue32, Vogue Italia and street-style photographers like Adam Katz Sinding and Nabile Quenum.

When designing your pieces - what's the most important - Fit or detail?
The fit is as important as the detail. Anna K's signature fit is the trapeze dress and the main details are bows, ties, pearls, chains and transparency.

How should modern women wear your pieces and style them?
My clothes are perfect for women of any age. They are ready for everyday life, streetstyle shots and can be mixed and matched with any brand.

What is the best thing about being a fashion designer?
Speaking with buyers and fashion critics so you know what they think about your collections and what they like. I like travelling to other fashion weeks and get inspired from other brands, museums and fashion people.

So what's next for Anna K the brand?
Next season I'm going to show leather jackets with fur and make a new collection of shoes. I want also to explore a space theme.

The EDIT

