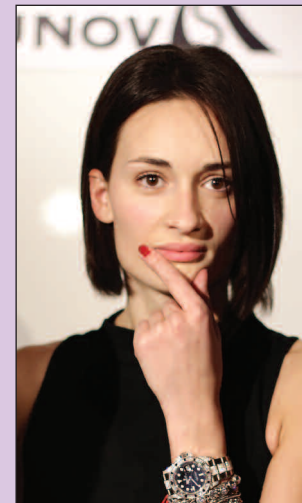




Backstage @ Basso & Brooke

Arutyunov SA



Arutyunov SA is a design duo composed of Ukrainian ex-model Alexandra Sergienko and Muscovite Alexander Arutyunov. Their impressive and glamorous haute couture designs made their debut at the recent London Fashion Week, where we spoke to the statuesque Sergienko about her latest collection.

The moment I ask what inspired her series of evening-wear, she responds with "Butterflies". Her collection fuses ideas of the natural beauty of the living world with metropolitan life. The

glitz of the collection, despite having been criticised for continuing the trend of ostentatious Russian fashion, is of the utmost importance to her.

She explains that "The element of glamour is very important. In Russia it can often seem very miserable so this is an escape. Russian design is getting better all the time, with more and more publicity."

Her transformation from catwalk model to designer was catalysed by her "love of clothes. I love shopping, I love all the differ-

ent shapes and sculpturing of clothes, I'm a shopaholic". She admits that she buys "Dior and Prada" items on a regular basis.

The future for Arutyunov SA and Eastern European fashion in general looks bright. Expanding from the smaller Moscow Fashion week to showing in London is the first step in exposing their clothes to a global audience.

Sergienko says "We want to show two collections per season, the haute couture line we have and ready to wear" **Liam O'Brien**

Felder Felder



Daniela and Annette Felder are Central St Martins-schooled twins from Germany with a penchant for leather, studs, sheer fabrics and Mongolian wool. Having showed their collection at Berlin Fashion Week, they exhibited in London.

We grabbed Daniela for an interview about Felder Felder's Autumn/Winter 09 collection.

Daniela is quick to assert that the main inspiration behind the new designs was "Iggy Pop. I mean I know he didn't wear very much but it's about that whole attitude, the punk era." Despite the label only coming to fruition in 2006, Gwyneth Paltrow has worn Felder Felder on the red carpet, with both Selfridges and Browns Focus remaining

loyal stockists. The London-based sisters are clearly very comfortable in their new home city: "In London it is so much easier for new designers. People are willing to take risks and that means more young designers set up their own firms. We saw the Central St Martins show [20th February 2009] and it's amazing to see so many talented people coming through.

The sisterly bond they share is obviously very strong, and we asked whether working as a duo was a helpful process: "It's great. It means that if Annette or I designs something the other one can say 'Oh no, that's shit' and you get angry for five minutes but then you get over it and see it's for the best." **LO'B**