

# SAMOSCHENKO

Düsseldorf-Minsk, July 2009

OLGA SAMOSCHENKO Spring-Summer '10

## Press release

She continues to surprise her clients. In an age of austerity she keeps creating voluptuous fashion using almost old-fashioned handmade tactics of a prestigious atelier. Her natural need for something plain and simple coexists with a great play of talent and passion for scrupulous work in the studio with scissors and fabric working out a supreme economy of cut and design.

This time Olga Samoschenko produces airy shapes in poufy silks, georgette, and viscose which were crafted from single shots of color in drape-shouldered black dress, nude minimal dress in which the only feature is an external drape that adds a miraculously chic fillip to the breast line. This calm focus on the intrinsic value of structure is shown with "twilight" overcoats, so the eye has nothing to distract it from noticing a cool rosy flower-dress. It is intellectual and reserved and reflects something this designer understands as well as she establishes the principles of rational dressing what we may call a quintessence of the Samoschenko brand's uniqueness.

Samoschenko's SS 2010 is gorgeous in her lightness, technical brilliance, and sheer heart-racing excitement with a twist of pure silk which captures fluidity, plays colors, promotes practicality, and a soaring kind of simplicity that causes a visceral response in every woman watching. Following her own tradition the designer brings the principles of goddess dressing to daywear, producing stand-alone asymmetrically draped dresses under light which are real masterpieces of cutting - flowing trapezes, cool shifts magicked out of single lengths of material with maybe just a gathered drawstring for detail. And the color, of course, keeps on shimmering on the retina: dusty blue and coffee, grey and milky. Samoschenko continues hence her personal insight to make a collection that is about enhancing the quality of women's lives today.

### *About.*

Olga Samoschenko resides in Minsk and is a free-lance. In 1998 she graduated from the Belarusian State University of Arts and Design and immediately after founded her own studio "SAMOSCHENKO" which is engaged in her ready-to-wear collections manufacturing, private orders included. She is a prize-winner of various important professional contests in Vitebsk (Belarus), Moscow (Russia), St.-Petersburg (Russia). In 2001 at the International Contest "New Russia - the Renaissance" Olga Samoschenko presented her "Brand-New" fashion-collection and obtained a special prize of L'OFFICIEL (Russia) magazine.

In 2002 Olga Samoschenko ran a professional training course at "Stella Cadente" Fashion House, Paris, France.

Samoschenko permanently participates in the Russian Fashion Week.

Samoschenko is a member of the Belarusian Design Association since 1999.

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