

OLGA SAMOSCHENKO Fall-Winter '07/'08

Olga Samoschenko's pret-a-porter collection "Fall-Winter '07/'08" reflects the artist's unique evaluation of the 1909 Manifest of the Futurists, of the aesthetic games of the Abstractionists, and of the sports ambitions of the fashionistas of today. Following her inspiration, the art-phenomena of the 20th century, Samoschenko found her reference point (black spot) for the 21st century in the simple geometry of the form: the art of no discernable images in fashion, plasticity of color, and clean lines. The same three decades of the previous century, so much adored by Olga, continue to be the source of her inspiration.

The aspiration is to reach the so-called "universal harmony" through simplicity, intellect, and creativity, while still appropriate for mass production. The designer creates her patterns in the style of those by members of the art-unions "De Stijl" and "Bauhaus": horizontal and vertical lines "diluted" with diagonal elements, become the primary contours of the silhouette. Stitched radial pleats, a distinct (but not contrasting) and rather complementary profile, and flat and almost square pockets have been introduced by Samoschenko into the rectangular silhouette.

The collection uses calm, almost sleepy, winter colors. Black, grey-blue, reddish-brown, blue, beige, cafe au lait and sky-blue colors are the genre's classics for the designer. This time however, all of them are characterized one way or another by a clear rhythm, set by the basic silhouette of the collection. The little black dress captivates with its long vertical pleat, from the shoulder to the hem, which split into rays along the bottom of the skirt. The black riding coat charms with its androgynousness and comfortable oversize. The azure viscose dress seduces with its plural triangular pleats winding around the whole-cut sleeve and crossing over to the forepart. With short sleeves, edged in a grey trim along the profile (consider removing) that spills over on to the skirt, the brown poncho dress entices with its strange no-size, i.e. practicality. The reddish-brown man's-cut coat is fitted with a detachable hood, while its sleeves are hemmed with a knitted band.

Traditionally, Olga used natural fibers for most of her collection. One coat, however, made use of blended synthetic material. For the most part, the collection uses 100% wool, viscose (also used for lining), blended materials, 100% silk, 100% cotton, and wool blended with lycra.

Classic shoes on a high steady heel (Sutoria) have been used in the collection.

The multifaceted nature of Samoschenko's creative approach to fashion enchants with its completeness and dynamics that are expressed in popular form. Her collection pret-a-porter "Fall-Winter '07/'08" deprives the lovers of styles and cuts of the possibility to experiment with the form, while granting the professionals of fashion a right to unrestrained emotionality and light pathos.

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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