

# NANUSHKA

## “Golden Arrow”

### Press Release

### Fall–Winter 2018

I was born in Budapest, Hungary 8 years prior the fall of the iron curtain. Throughout history, my home country has always been an intersection of East and West. This duality has formed our culture, personality and aesthetics. The country has been influenced by distant cultures, from the Ottoman Empire and Germanic migration through the vivid cultural life of the Belle Epoque in the turn of the century until the communist era of the second half of the twentieth century. Each era left it's enriching imprint behind but at the same time we had also formed our own identity.

I have always thought of myself as a seeker. I'm constantly seeking new ways of seeing things and new ways of understanding who I am, where I come from and where I am heading to. This desire to grow, to explore, to transform led me – as I grew older – to connect closely to my roots and deeper instincts.

This has led to find my ethos. I have realized that what drives me as a designer is how I can create a bridge between distant cultural references from different times and different places. How to create balance and harmony in the clash of cultures.

In our Fall–Winter 2018 collection we played with Nomadic features which are displayed through the use of shearling while silk scarf inspired shapes, pearl details, popping red hues and lustrous satin textures indicate our heritage from the Far East. Polka dots evoke the spirit of Paris and Turkish tapestry like rose-jacquard pieces symbolise our connection with the Middle East. Statement denim and pointed, stylized yoke-like lines exhibit the western influence while croc-embossed vegan leather dungarees and bumbags cite the post-Soviet Berlin club culture.

### Nanushka Studio

27 Révész Street  
Budapest 1138, Hungary

info@nanushka.com  
www.nanushka.com