

# JIRI KALFAR

PRAGUE

## AUTUMN.WINTER 18 COLLECTION RETURN OF A QUEEN

### Paulina Porizkova To Close Jiri Kalfar AW18 Show London Fashion Week

*You cannot brand me up*

*I refuse to live by the rules  
dictated by the masses*

*I will not obey and I will not get lost in the crowd*

*I will not pretend to be unique  
but think like everyone else*

*I will not support a broken system  
which destroys all that is dear to me*

*Whatever decision I make in life.  
It is my decision*

*I am not afraid to be who I am*

*My independence offends you*

*Don't try to put me in a box  
Don't try to label me*

*I am old and  
I am new  
I am first and  
I am last*

*I am standing tall*

*For I am a Queen*

**Jiri Kalfar's** AW18 collection is inspired by the prosperous Victorian era. Glamorous, playful and original, Jiri Kalfar presents a twist on 19th century silhouettes showcasing capes, corsets, collars, wide skirts and trousers in statement colours like royal blue and gold.

As with previous collections, **Jiri Kalfar** uses recycled fabrics and local manufacturing in keeping with the sustainable ethos and zero waste policy of the brand.

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Supermodel **Paulina Porizkova** will close the **London Fashion Week Jiri Kalfar AW18** show on Saturday 17th February 2018. The Return Of A Queen will be symbolised by Paulina, the designs and theatricality of the show itself. The soundtrack is composed and performed live by cellist **Terezie Kovalova** and the show will be opened by the Ukrainian top-model **Alina Baikova**.

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*"I am drawn to the drama of Jiri's designs and especially his sense of humour - the collection is so over the top that it becomes fun. I feel like he is going with it wherever he wants, it is personal and unique to him, and he is not following a specific trend, which I adore" - Paulina Porizkova*

*"Paulina combines being a mother, supermodel, actress, author and essayist. In all her guises, she does everything with such grace. She represents the ultimate beauty and intelligence. She is*

*definitely queen of the fashion world and I am honoured and humbled Paulina is marking her return to the catwalk for my show.” - Jiri Kalfar*

**About:**

JIRI KALFAR is Czech based designer, who originally trained to be a ballet dancer. He infuses his innate sense of style into garments with folk-art inspired prints and innovative cuts. His menswear is boundary pushing with its fluid approach to gender identity and his womenswear celebrates the freedom of the feminine soul with free flowing silhouettes and a vibrant palette.

His designs have been featured in publications including Vogue, SCHON, Wonderland, Blank, Harper's Bazaar, Sports Illustrated, Fucking Young!, Phoenix, Hunger, Grazia, Forbes US and The Financial Times.

Selected as one of the top emerging designers by NYLON in 2015 and L'Officiel in 2016, JIRI KALFAR made a successful debut on the official schedule of London Fashion Week SS18.

He has twice won Best Menswear Designer at Mercedes-Benz Kiev Fashion Days and this year was recognised as one of Forbes Czech 30 under 30.

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