

NANUSHKA

“Angel Heart”

Press Release

Spring & Summer 2018

Inspiration

Nanushka's spring/summer 18 collection draws inspiration from the mutual language between Far Eastern Oriental culture and Wild Western Americana. The collection embodies the season's muse, Lisa Bonet from the late 80's movie Angel Heart. Lisa's spiritual, earthy character is reminiscent of Nanushka's own loving relationship with nature.

The Oriental influences appear in animal prints, silk scarf inspired silhouettes and through the use of antique silk and satin jacquard textiles. Bandana print, statement hardware and classic denim pieces represent the rich heritage of the Wild West.

Nanushka's signature story print is reinvented this season showcasing the diverse harmony of colours and patterns used for SS18 and further deepen the Americana element of the collection.

Cross cultural styling details such as the bandana print paired with antique silk, the animal prints with horn earrings and the silk chiffon and vegan leather textures are used to bring forth notes from both worlds.

Born in Brazil, growing up in Switzerland and now residing in Paris, Fernanda Oliveira, the model of the spring/summer 18 lookbook, strongly represents the richness of her multicultural heritage while her entity and features are evocative of Bonet's strong, mystical nature.

About Nanushka

Nanushka was founded by creative director Sandra Sandor in 2005, right after graduating from the London College of Fashion. More than one decade on, with clothing designed in Budapest and produced in Europe, the brand is now present in over 30 countries worldwide.

Sandra herself was raised in a fashion environment as her mother founded one of the first children's wear businesses in Hungary, prior to the fall of the iron curtain.

As a niche contemporary women's wear brand, Nanushka is driven by the desire to build a bridge between intuitive and functional design.

"We believe that if a garment is designed to function well, it will by definition be beautiful." Confident ease being the basis of the brand's aesthetics, it offers easy-to-wear pieces with subtle femininity, elevated quality, and unexpected details. The collections deliver a modern, versatile, day-in-day-out wardrobe with the aim of creating a new informal form of beauty

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