

FROY

Arman Avetikyan

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## FROY - Brand profile

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### ABOUT

Froy is an experimental creative project born in 2018 with the aim of finding a new expressive matrix between fashion, design, art and architecture.

Born from Arman Avetikyan's creative vision, Froy builds a multifaceted aesthetic based on cultural exchange of ideas and inspirations.

The project has its roots in Armenian culture and returns with an image enriched by the melting pot of other traditions, using an artistic language with blurred boundaries.

It is exactly on the contrasts that the brand bases its foundations.

Froy transforms traditional elements into abstract paintings and deconstructed geometries, explores the techniques of knitwear and fabric to overturn them with innovative materials.

### PRODUCT

Born as an artistic project, Froy has always found its voice in fashion and design.

Paintings, objects and sculptures surround and amplify the clothing proposal, which speak a well-defined language in terms of aesthetics.

Patterns and graphics trace the path of the founder, becoming figurative representations of his paintings.

Architectural decompositions come to life in volumes and geometric garments inlays.

From knitwear to custom fabrics, the brand works to create the highest quality products, which enclose the core values of the Froy lifestyle.

Froy's distinctive approach is to develop innovative solutions by mixing researched materials and high-quality yarns due to create hybrid, versatile and three-dimensional surfaces.

Working in terms of sustainable ethics; Froy reconciles traditional know-how and experimental techniques, applying the concept of sustainability not as a brand, but as a drive towards research.

### FROY CLUB

Froy Club aims to be the union of special projects that the brand carries out involving artists, visionaries and outsiders who found in Froy their world. This is how exhibitions, performances, music and literature blend into lifestyle experiences that Froy paints by focusing on people, that are no longer spectators, but real players.

### DESIGNER BIO

CONTACT

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Born in Armenia and raised in Russia, Arman Avetikyan is the designer and founder of the artistic project Froy, a spatiotemporal journey between the academic and multicultural influences that have always accompanied his work.

A multifaceted path that has its roots in architectural disciplines, where forms and spaces become the object of primary study, that has been replaced by the birth of Froy in 2009, a declaration of love to design and its raw materials with a multidisciplinary and holistic approach.

2014 is a crucial moment for Arman, who moves permanently to Italy and carries on his studies graduating in Knitwear Design at the "Politecnico di Milano", winning four years later the third edition of "Talents Lineapiù". Parallel to his personal project he decided to link his name to well-known brands in the fashion sector, experiences that have helped to increase skills and awareness.

Today his professional life is divided between the relationship with "Colombo Industrie Tessili", where he plays the role of "Head of the luxury division" and his own brand Froy, which aims to represent a world where fashion, art, design and music come together to create a club that wants to be out of the box.