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**KRISTINA FIDELSKAYA PRESENTS ITS AUTUMN/WINTER 2018-19 COLLECTION - *“Nuovo Inizio"***

In keeping with Kristina Fidelskaya’s personal style, functionality fused with femininity is a key component of the Fall Winter 2018 collection also titled, Nuovo Inizio. Translated as New Beginnings, this theme speaks volumes of the brand’s commitment to embrace the future. Oversized shoulder shapes, dropped lapels and thinly-waisted silhouettes reference Spanish couturier Mariano Fortuny - a key inspiration for the collection, noted for his relaxed cuts and timeless tailoring. This chimes with the characteristic elegance for which Kristina Fidelskaya is known, and is also seen in the choice of luxurious natural materials from the purest cashmere, finest silks and laminated wools, all sourced in Italy.

Utilitarian shirt jackets, voluminous coats and oversized jumpers keep the Kristina Fidelskaya customer sheltered from the elements with effortless chic.  In her mission to elevate the everyday, Kristina adds refreshing twists such as the fluid movement of silk fringes, glossy gaberdine, crispy parachuting and matt leathers.

As for the colour palette, the AW18 comprises staples such as caramel and camel, the trio of black, navy and white,  punctuated with rich cognac, petrol greens and soft, ethereal greys and flattering shades of blush pink. These details come together to create an undeniable undertone of femininity and individuality, providing the wearer with a key to unlock any busy lifestyle, whether it’s travel, work or play.

Seasonal staples such as coats and dresses and separates safeguard the brand’s DNA, while the rest of the collection consists of a variety of separates that allow the wearer to effortlessly concoct an outfit for any occasion, dialling up or down as required.

“My mood board for this season ran the gamut of architecture to pop culture. Halston, David Bowie and Bonnie Cashin’s work have all inspired me, while the iconic art deco Cafe in The Carlyle hotel in New York and the stylish Avenue Hoch in Paris, provided the ambiance and the ideal backdrop of the collection,” said Fidelskaya.

“As for muses, I had images of Amber Valletta, Stella Tennant and Melanie Ward from the early Nineties in my head as I designed the collection - a grungy type of glamour, which I reference in some of the more androgynous shaping.”

This layering of artistic influences is also replicated in the layering approach to dressing which feeds the AW18 collection, perfect for the girl who is on the go. Fidelskaya’s brand evolution - since its beginning in 2014 - has grown in stature as has her innate design confidence. This ready-to-wear collection is aimed at distinctly stylish clients and is chic, composed, captivating and complex.

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**About Kristina Fidelskaya**

Founded in 2014, Kristina Fidelskaya is a contemporary and chic women’s wear brand, designed specifically for the prominent women of today. Kristina Fidelskaya herself is the Creative Director of the brand, which offers ready-to-wear luxury garments. The goal is simple, to produce collections that are elegant, sophisticated and that support the multi-faceted lifestyles of todays refined women.

Kristina Fidelskaya follows the long lasting traditions of fashion with two collections each year, Spring/Summer and Fall/Winter. Every collection consists of pieces important to a chic women’s every day life, whatever the occasion, including dresses, coats, suits and jackets. Although the brand has showrooms and an atelier in Dubai, where Kristina is based, the curation of collections including tailoring, is all coordinated in the heart of Italy.