

## Press-release

During UKRAINIAN FASHION WEEK Fashion designer Olena Dats' presented her new collection "Fall-Winter 2009/10". The show took place on Friday evening of March 13, 2009 at "ACCO International" exhibition center in Kyiv, Ukraine.

On the 3rd of March in the streets of all-time romantic Paris the thematic photography of Olena Dats' "Nocturne" collection took place. The photography was performed by a famous and talented photographer Yuriy Bilak.

On March 3-8, 2009 Olena Dats' participated in "leSHOWROOM" Salon in frames of PRÊT-À-PORTER PARIS, traditionally since October 2007.

From January 30 to February 2 the new collection was presented at Ukrainian platform of UKRAINIAN FASHION GAMES, the most creative space – "Atmosphère's" section of PRÊT-À-PORTER PARIS. A fashion show of 5 prominent Ukrainian designers took place as a part of the official program of the exhibition on February 1st, where Olena Dats' presented her "Nocturne" collection.

### Way

Graduated Lviv Academy of Arts, Fashion Design Department.

Member of Ukrainian Designers Union.

Designs for trademarks "Olena Dats'", "Olena Dats' GALLERY" Modnyi Kvartal, "Olena Dats' for Yellow & Blue".

Olena Dats' has successfully debuted at the UKRAINIAN FASHION WEEK "Fall-winter 2006-07". At her account Grand-Prix of prestigious "Trophée Evian des Createurs de Mode" professional fashion contest (June 2005, France), numerous shows in France, Italy, Portugal, Poland, Japan and Russia.

### Style

History, pure romanticism, sensuality. Particularities of Olena's handwriting are clear elegant lines. From thread to perfect image! The filling of freedom inspire to create own fabrics with help of weaving and drawing executed with the screen print. These fabrics become the beginning of non-cut and unique cloth creating. It gives you balance and comfort, charm and freedom. Big attention to weaved and embroidered details filled human hands warmth. Breath of tenderness, elitism, contemporarily and dainty is born from depth of our history.

Motto of TM "Olena Dats'" brand: European style with Ukrainian soul.

### Nocturne

New collection "Nocturne" – classic black color with playful flash of light.

Exclusive fabric with exclusive print produced in Italy special for TM "Olena Dats'".

Silk linen interweave mohair pattern. Present relief macramé details.

Principal silhouette – Ukrainian woman which from the remotest times takes care of tranquility, warmth and cosy nook that lack so much to contemporary person.

Even in winter your life is fraught with fashionable actions and meetings. Stylish alpaca coat and vest shall add you so desired warmth and comfort before your night adventure.

Playful pallet of agate, coral, turquoise – nature gift accent that with art of color create you needful mood.

Deep mystery of night and variable colored flash – are your enigmatic reflection.

At great speed you go towards new adventures...

