

March 12, 2010

***The Euro-Atlantic Collection
by Olena Dats'
for The Institute of World Policy
at the Ukrainian Fashion Week***

FOR THE FIRST TIME IN HISTORY OF UKRAINIAN FASHION

The Institute of World Policy (IWP) and Olena Dats' implement this original project blending fashion and international relations. NATO is hotly discussed by Ukrainian politicians and experts. But now the time has come for this issue to pop out to the main Ukrainian fashion podium.

FASHION AND POLITICS HAVE CROSSED

IWP picked up an original way to show the attractiveness of Euro-Atlantic integration of Ukraine. Because the Euro-Atlantic is not just a military and political area, but also the main fashion centers of the world such as New York, Paris, Milan, and London.

STYLE BEATS STEREOTYPES

There are a lot of myths and prejudices about Ukraine's Euro-Atlantic integration. The Institute of World Policy ordered this special Euro-Atlantic Collection from Olena Dats'. This show will demonstrate another side of NATO and Euro-Atlantic aspirations of Ukraine. In other words, it beats stereotypes.

FOR THOSE EXPECTING UKRAINE TO BE
A TRULY EUROPEAN STATE

The Euro-Atlantic Collection represents the image of a strong woman deprived of prejudices of the past era. That is the idea that IWP envisioned. It is about a strong woman who is never afraid to be provocative; she is original and confident. Her mission is to make the world a better place.

ORIGINAL DESIGN AND SYMBOLISM

The Euro-Atlantic Collection is produced from natural fabrics. Double-sided blue and black wool fabric symbolizes a dual perception of NATO. One side is the reality, represented by the colour of glory, blue. Blue is the main colour of NATO flag, as well. On the other hand, there are a number of stereotypes, which are too far from reality. They are represented by black. Another feature of the collection is the four-beam star. Most dresses in the collection are decorated with these stars, hinting to the logo of NATO.

COLLECTION THAT MAKES DREAMS COME TRUE

After the show at Ukrainian Fashion Week, the Institute of World Policy will sell these exclusive dresses at an auction. Using the proceeds, IWP will organize a tour to NATO Headquarters and European Commission for Ukraine's young leaders.



ukrainian **fashion** week



Інститут світової політики

Contact information:

The Institute of World Policy

24/7 Instytutska Str., Office 6

Tel. +38 044 253 28 53; 253-98-69

www.iwp.org.ua

Olena Dats'

+38 050 670 94 74

olena_dats@yahoo.com

www.olena-dats.com

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