

## **A. Kuzmickaitė, Designer representing Lithuania at London Fashion Week Sends an Unambiguous Message to the World**

Designer Agnė Kuzmickaitė presents her latest spring/summer 2023 collection in digital format at London Fashion Week. Agnė is the first designer from both Lithuania and the Baltics to present her collection in the official schedule at London Fashion Week.

"I am very happy with an opportunity to present my collection in one of the main Fashion Weeks in the world. I value my customers in Lithuania, however, foreign viewers are very important to me, as well. Online platform to present the collection has been a great decision", A. Kuzmickaitė talks about the choice to present her latest collection in a film format.

Video artist Arti Dzerve, designer Karina Panina, makeup artist Aurelija Krebšaitė, assistant to the designer Grėtė Labanauskaitė, as well as models Dovilė Kasparavičiūtė, Goda Valtytė, Laura Juknevičiūtė all participated in implementing the idea. The project was financed by the Lithuanian Council of Culture.

A. Kuzmickaitė's clothes have been published in Vogue, L'Officiel, Marie Claire, Numero Berlin. International stars Rita Ora, Noah Cyrus, Sabrina Carpenter were spotted in a butterfly-printed combination of designer's clothes.

On Tuesday, in the main program of London Fashion Week, A. Kuzmickaitė will showcase her latest collection for spring/summer 2023.

"For the costumes presented this time, I chose a black and white dalmantine aesthetic. It suited very well to highlight the contrast between the collection concept and the era. I am often inspired by the already existing objects in nature. This also applies to butterfly or leopard prints that I have used in my previous collections.

I think that sometimes it is not necessary to create a completely new shape or a new pattern, sometimes it is enough to look from another angle at what already exists in nature," the creator assures.

Latest spring/summer collection - the designer's gentle commentary on the nature of the world of fashion in the context of global cataclysms - ecological, pandemic, war. When faced with problems, in the first moments of tragedy, the world demonstrates unification and solidarity in famous slogans, but words remain only words.

"I noticed that both after the start of the war in Ukraine and before, during the pandemic - many fashion houses declared their support and concern for the situation. At the time it seemed that some important changes will take place - ecological problems will be solved, production will be reduced, etc.

However, after more time, loud statements are being forgotten and everyone goes back to their usual routine. In this collection I want to draw attention to the problems that still exist and that the war is still ongoing", says the artist.