**Ruban (Russia)**

Over the eleven years of its existence, RUBAN has established itself as one of the most recognizable and dynamic representatives of the industry in the luxury segment. A number of iconic awards have confirmed the success of the design duo.

Fine workmanship with the most delicate fabrics, combinations of complex textures, multi-layered transformability distinguish RUBAN products. Each season, the designers present a new look at their image of a strong, self-confident woman who is not afraid of bold combinations and multi-component images that have become the hallmark of the brand.

In the Pret-a-Porter line, Julia and Alisa Ruban invented their own urban style with interesting designs, finishes, unexpected details and transformability. The homage to the architectural cut can be traced here in every product. In transforming jackets with detachable sleeves, and T-shirts with accentuated shoulders, as well as in the decoration of mini-skirts and sweatshirts with slits that allow you to make a kind of cape that resembles rounded arches of buildings in the Art Nouveau style. This line is decorated with a favorite technique of designers - the stitching. It was placed as a decoration on most of the collection, and also completely covered the coat. Only at first glance, the laconic elements of the cocktail dress code: an inverted tailcoat, a silk skirt with a cutout on the thigh and a silk top with an abundance of thin ties, reflect the idea of ​​deconstructing and transforming the image depending on the mood or occasion. And if this part of the collection is responsible for creating unique, but at the same time comfortable everyday clothes, then the Demi Couture line with silks, feathers and lace is an area of ​​designers' experiment on the topic of chic evening looks.

Here, a complex cut is complemented by no less complex manual processing of delicate natural fabrics. To create a coat and a skirt made of organza, RUBAN has developed a unique technique of positioning strips of fabric at a certain angle in order to reproduce the required volume of products. Mixing beauty, grand party styles and carpet runs the design duo here fully revealed their potential and created not things, but works of art. A skirt in the RUBAN FW'21 / 22 collection was fully assembled by hand from magnolia buds, separately embroidered on thick silk, which passed through this entire couture line as a leitmotif. This delicate flower is also found in the form of embroidery on a jacket and in the form of a stitch on a silk coat. Special attention should be paid to the luxurious leather trench coats, all the details of which were connected by painstaking hand-made embroidery.

**Catwalk:**<https://tinyurl.com/vc3k5csd>

**Video:**<https://youtu.be/4EmXTug-4iA>