

• SINCE 1998 •

LUXURY

INTERNATIONAL

THE ART OF LUXURY LIVING
2023



OLGA LEFFERS

GOLD & GLAMOUR



A woman with brown hair styled in a bun, wearing a black and gold striped, spaghetti-strap dress with a deep V-neckline. She is adorned with a large gold necklace featuring a tassel, a matching gold bracelet, and a large gold earring. She has her hands on her hips and is looking towards the camera with a slight smile. The background is dark and out of focus.

OLGA LEFFERS

GOLD & GLAMOUR

A year has passed since our last meeting with Olga Leffers, and we are glad to welcome her again as a star of the current issue of the magazine. During this time, many bright and significant events become part of her life, which means that even more people joined the world of beauty and fashion, subtle observations and exquisite discoveries from the magnificent Olga Leffers: founder of the gallery boutique of vintage jewellery and clothing VintageDream, that of the LEFFERS fashion brand, art critic, columnist, fashion historian, stylist, vintage and conscious consumption expert. We'll tell our readers everything in order.



The inaugural collection

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Olga, it was a great success that you held shows in Moscow and Dubai, Olga. At the Chanel exhibition hosted by VintageDream, you presented your collection to the world's most sophisticated global audiences and also presented LEFFERS at the WE Convention Gala Dinner at the Armani Hotel. Moreover, you gave several lectures in Dubai. What did you think about these events? And what are your plans for your Dubai projects in the near future?

Each of these events held its own unique significance. LEFFERS is experiencing rapid growth, thanks to the incredible efficiency of my dedicated team. The November 2022 show marked the grand debut of LEFFERS, and my collection received a warm reception at Seasons Fashion Week. Immediately following this success, my inaugural collection made its debut at Emirates Fashion Week in Dubai. To kick off the New Year, I unveiled a capsule collection featuring meticulously hand-embroidered evening and cocktail dresses. An exhibition that showcased vintage Chanel pieces from my personal collection, in collaboration with VintageDream, was a prominent feature at the Women's Empowerment Convention in Dubai in March 2023. We also presented a new LEFFERS collection in the opulent setting of the open-air Armani Hotel in April 2023, where it was met with great enthusiasm from incredibly talented women. The City Fashion Week in April 2023 saw the unveiling of Bird of Paradise.

I genuinely believe that the MENA regions hold tremendous promise for development. These countries have become magnets for individuals leading vibrant lives. In my view, this is a place where dreams can be realized and ambitious plans can come to life. The people here have a deep appreciation for vibrant colors and aesthetics, which beautifully aligns with the core DNA of the LEFFERS brand. Our collections emphasize natural fabrics, meticulous tailoring, and couture embroidery. From my perspective, this kind of clothing resonates perfectly with the lifestyle of the women in Dubai. The LEFFERS brand is on a promising path of development in

Dubai, and I'm excited to share my plans in the near future. Currently, I'm deeply engaged in studying the unique needs and preferences of this region.

When it comes to fashion, mentioning events held in the fashion capital of Paris is as natural as it is interesting and exciting. As part of Paris Fashion Week, you took part in the showroom of evening and cocktail fashion, thus marking your entry into the international market. A noteworthy fact is that buyers from all over the world come to this show. Did Paris greet you well, and did you feel as though a long journey in the global fashion industry has begun?

I've just returned from Paris, where we had the privilege of participating in the largest trade show for buyers and clothing designers from around the world as part of Fashion Week. Our involvement in the New Couture Pirnia Collections trade show and showroom allowed us to make a statement in the pret-a-couture segment. We introduced the LEFFERS brand to buyers hailing from diverse places such as Belgium, Dubai, Lebanon, Israel, the USA, Qatar, Bahrain, and many other countries with our fresh LEFFERS collection. We also had the opportunity to present the LEFFERS brand to buyers from Belgium, Dubai, Lebanon, Israel, the USA, Qatar, and Bahrain. This experience has given us valuable insights into who our international supporters are and has provided us with a better understanding of our competitors in this vibrant industry.

"In the world, nothing strives for beauty as fiercely and does not find it as easily as the soul... Because of this, only very few souls are able to resist the power of this soul that has dedicated itself to beauty." Maurice Maeterlinck, Treasure of the Humble. New fashion collections are often born from the most intimate experiences that touch a creator's soul. What inspired you to create Gold & Glamour, and why did you choose to incorporate gold into this collection?

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riod was graced by truly great actresses, each with a distinctive personality. Being a fashion historian, I've always been captivated by the cinematic magic, particularly the timeless classics of old Hollywood featuring world-famous stars. For me, as a fashion historian, it's not just about following the plot but also the opulent costumes. Gold elements are intricately woven into each piece of this collection. You'll find a wide range of options, from daytime and formal suits to luxurious coats that can effortlessly elevate any ensemble. The collection also showcases a stunning array of cocktail evening dresses, many of which are uniquely designed and available in only one size.

The LEFFERS boutique, located at the prestigious Stolesnikov Lane in the heart of Moscow, holds a special place in the brand's journey. Can you tell us more about the boutique's design and whether it was a realization of your personal dream or a collaborative effort with an interior designer?

The LEFFERS boutique is a reflection of my vision and personality. The interior design was inspired by the elegance of gray pearls, symbolizing the birth of something new and beautiful. To create the iridescent effect of pearls in the interior, we employed a spectrum of gray shades, ranging from warm to cool. Water, which is my element, was incorporated into the ceiling design, adding a unique touch to the space.

As one enters the boutique, the focal point is an exquisite stone counter resembling a seashell, from which a glass piece by Anastasia Panibratova emerges, akin to a pearl. Suspended above the counter is a glass sculpture encapsulating the feminine grace, sophistication, and luxury that define the LEFFERS collection. This sculpture represents a mythical diva who weaves beauty. The original concept for the interior design of the boutique was developed by Angelina Aslanova Architects, bringing together elements that perfectly align with the essence of the LEFFERS brand.

Each year, millions of individuals around the world eagerly anticipate the magnificent pageantry of beauty, fashion, and art that unfolds during the Cannes Film

Festival and Venice Film Festival. This year, you had the privilege of becoming a part of these esteemed global events. Could you share your experiences and insights from this year's festivals? Are there any particular trends or tendencies that have captured your attention?

Cinema has always been a profound source of inspiration for me, and I make it a point to attend key events within the film industry every year. To borrow the words of the legendary Diana Vreeland, «the eye must travel.» As a fashion historian and designer, observation is an essential part of my creative process, and I contribute regularly to columns in various fashion publications. As many are aware, modern film festivals offer more than just cinema. They present an opportunity to showcase your personal style, attend cocktail and gala dinners hosted by renowned brands, and engage with a diverse array of global stars, showrunners, and influencers. While these events may not be part of the official Fashion Week schedule, they have consistently dazzled with a riot of colors and an array of remarkable outfits. Some celebrity looks have been particularly eye-catching. In terms of fashion trends, it's worth noting that the allure of transparency remains unshaken. Openwork dresses, mesh, and translucent elements continue to grace the red carpet. Another prominent trend is the revival of a new femininity, with ruffles, flounces, fringes, and floral motifs adorning the gowns of both celebrities and fashion influencers. The timeless combination of black and white remains as chic as ever. Vintage outfits by renowned designers continue to evoke admiration and inspiration, leaving no one indifferent.

Olga, let's delve into your work as a writer and expert columnist. Your portfolio includes a plethora of articles spanning fashion, travel, and art. You've even penned pieces about the renowned Art Basel contemporary art exhibition. Your writing extends to diverse destinations, including the Venice Film Festivals and the picturesque landscapes of Provence. You've also written articles for the Austrian press. How do you envision the impact of your articles on your audience?





The LEFFERS brand in Dubai

The LEFFERS brand is on a promising path of development in Dubai, and I'm excited to share my plans in the near future. Currently, I'm deeply engaged in studying the unique needs and preferences of this region.

Writing has been a lifelong passion for me, and I've harbored dreams of becoming a journalist since childhood. After completing courses in television journalism, I had the privilege of realizing my childhood aspiration. With a background in law, linguistics, and art history, I approach my writing with meticulous attention to detail. Alongside my deep interests in fashion history and current trends, my curiosity extends to a wide array of subjects, including art, travel, and gastronomy. When it comes to influence, my writing covers a diverse range of topics. One of my goals is to introduce readers to the world of contemporary art through my exhibition reviews, such as those of Art Basel, for instance.

I endeavor to explore new territories from a fresh perspective whenever possible. This leads me to meticulously plan each trip, study routes, and uncover intriguing, non-touristy locales. My aim is to present even well-traveled destinations, like the South of France or Provence, in a new and captivating light.

In the realm of intellectual pursuits, nothing is deemed secondary. However, we are curious to know: what are the matters that hold the most importance for you at this point in your life?

Currently, a primary focus of my attention is the development of the LEFFERS brand. VintageDream, my initial flagship project, has been established for 14 years, and over time, I've successfully restructured and streamlined its operations. This transition allowed me to redirect my energy towards the independent growth of my clothing brand, LEFFERS. While VintageDream now operates efficiently without my constant presence, my role as the sole designer at LEFFERS encompasses various responsibilities, including conceptualizing collections, selecting fabrics, refining designs, and overseeing the development of models. Hence, the paramount priority for me presently is the expansion of the LEFFERS brand. I'm working to ensure that my Russian and English websites are fully functional, enabling enthusiasts of my work to purchase these creations online from anywhere in the world. Additionally, I'm actively involved in overseeing the

boutique's operations. Looking ahead, I aspire to expand both westward and eastward. My ambitions include participation in European Fashion Weeks, not merely as a guest but as the lead designer. Some might call these aspirations ambitious, and they indeed are.

Family traditions hold a special place in our lives, offering inspiration and joy. How do you draw inspiration from and nurture these traditions, all while maintaining a balance between your work and family life?

I strive to uphold a few cherished principles that guide my approach to balancing work and family. During weekends, I relish the opportunity to dedicate quality time to my family. I have a genuine passion for preparing meals and setting a beautifully laid table. Engaging in activities that my children enjoy is a form of meditation for me; it could involve crafting, creating applications, molding clay, or delving into embroidery. On a recent weekend, we had the pleasure of attending a theater performance, and we make an effort to explore cultural venues regularly. My daughter is particularly fond of the theater, both ballet at the Bolshoi Theater and various dramatic productions. This forms an integral part of our routine, fostering opportunities for creative collaboration. Moreover, it allows me to step away from immediate concerns, transition to other activities, and take a break from work.

One of my personal favorite pastimes is watching movies, a delightful escape from the ordinary and everyday pressures. Travel is another potent source of inspiration and rejuvenation for me. Every holiday season, my family and I make it a point to embark on journeys that enable us to share quality moments together.

How would you describe luxury in the FW 23/24 and SS 2024 seasons in a few words?

In these seasons, fashion continues to embrace the concept of new femininity, upholding the trends of romance and sensuality on the runways. Flowing translucent fabrics, lace, frills, fringe, and feathers remain prominent. High-platform shoes continue to make a statement. Silhou-

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The LEFFERS boutique

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ette-wise, fitted jackets and coats are on the rise, despite the enduring popularity of oversized shoulders. Both mini and maxi skirts maintain their relevance. Floral motifs persist as a prevalent theme throughout these seasons. SS 2024 introduces a vibrant array of colors, featuring various embroidery, appliqués, and floral elements crafted from metal and plastic. Polka dots and checks are also set to be must-have patterns for spring and summer 2024. Denim and leather continue to be popular materials for the ultra-fashionable looks of this era. For the boldest fashion enthusiasts, creating outfits from a single material, such as an all-denim ensemble or a monochrome red look, is a trendy option. In terms of color combinations, classics like black and white remain in demand, as do the elegant shades of camel beige and chocolate.

Fashion brands surprise us with their collections and trends every season. Seasons FW 23/24 and SS 2024 were no exception. The fall-winter shows have already taken place, and I just recently returned from the summer collections. Fashion houses continue to support the new femininity; the trend for romance and sexuality never leaves the catwalks. There is no turning away from flowing translucent fabrics, lace, frills, fringe, and feathers. In addition, shoes with a high platform remain in style. There is also a change in silhouette; more and more jackets and coats have a fitted cut, despite the fact that the trend for massive shoulders persists. Mini skirts and maxi skirts will also be on trend this and next season. Floral motifs continue to be the downward trend of the seasons. In the SS 2024 season, there are many more colors; these are all kinds of embroidery, appliqués, and floral elements made of metal and plastic. There are also polka dots and checks that are on trend for SS 2024, which are also must-haves.

And the most daring fashionistas can create looks utilizing only one material, for example, total denim or a monochrome look consisting of red hues. In terms of color combinations, black and white are still in demand, as are beige camels and chocolate.