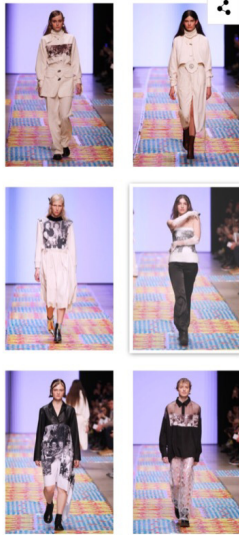
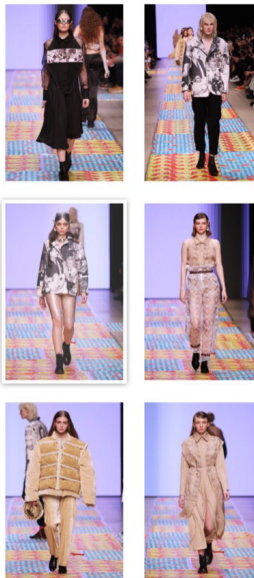


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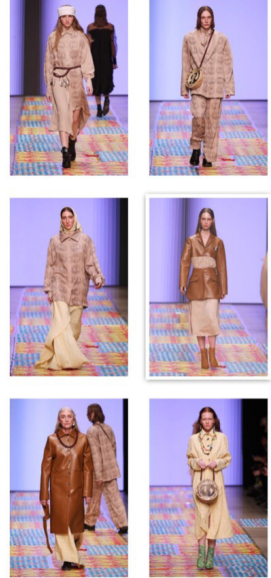
Roma Uvarov Design  
FALL 2019 READY-TO-WEAR  
05.04.2019



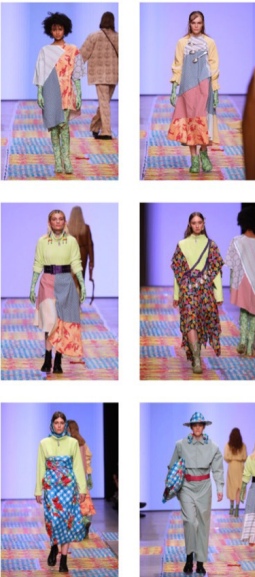
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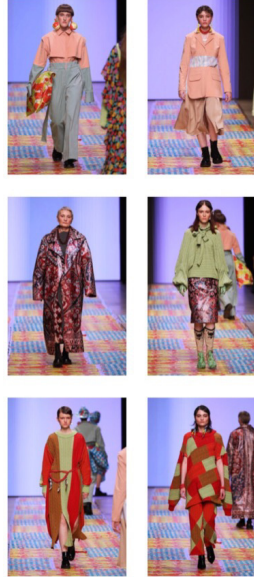
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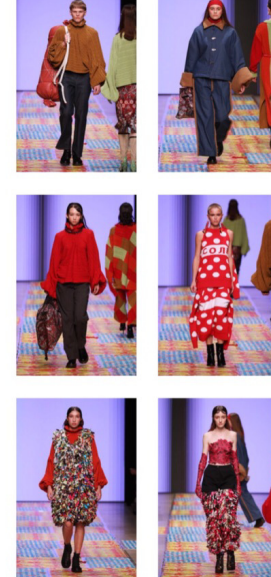
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SCENE

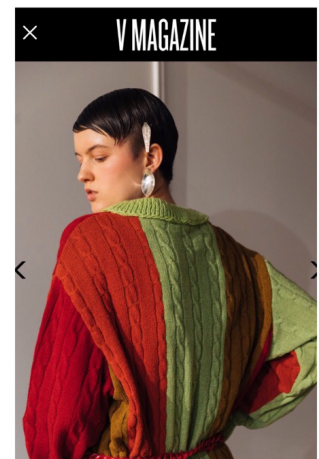
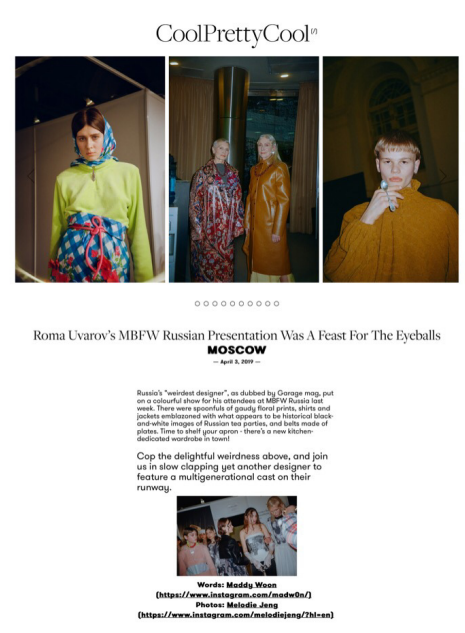
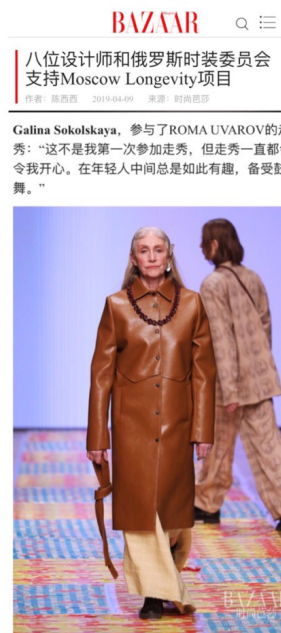


SCENE



GLAMOUR





**InStyle**



三 **InStyle** Q

Во второй раз в рамках MBFW свою коллекцию представил Рома Уваров, участник российской версии проекта «Подиум» и «воспитанник» NOB Agency. На новую коллекцию молодого дизайнера вдохновили русские застолья, изображения которого превратились в черно-белые принты на рубашках, пиджаках и платьях. Рома не постеснялся превратить колбасу в большую сумку, насыпать сухих макарон в куртку и превратить ложки и тарелки в модные аксессуары, за которыми после показа, мы уверены, выстроилась целая очередь. В этом весь Уваров — он использует предметы и вещи из повседневной жизни, которые никому не могли бы показаться достойными внимания. А именно они и привлекают внимание всего фэшн-мира.

**InStyle**





GARAGE



FASHION

## In Revisiting Russia's Past, Roma Uvarov Designs Fashion For Its Future



Soviet-era tableside images on a top, photo courtesy of Roma Uvarov



A spoon belt, photo courtesy of Roma Uvarov



GARAGE



Uvarov, whom GARAGE termed ["Russia's weirdest designer"](#) as recently as last season, did perhaps the weirdest thing of all (by new-Russian standards, at least) in invoking Soviet Russia in his latest collection. The runway itself was enough to jog my memory; here were the gaudy floral walls of my childhood, juxtaposed against apple-print fabric and taking on an almost kitschy connotation in their new context.

I thought the Soviet kitsch would start and end there, but the first models to stalk down that richly floral runway were dressed in shirts emblazoned with what appeared to be historical black-and-white images of Russians sitting stoically around carefully arranged tables.



Soviet-era tableside images on a top, photo courtesy of Roma Uvarov



GARAGE



I had read about the formality of such table-side scenes in Russian culinary writer Anya Von Bremzen's tremendous *Mastering the Art of Soviet Cooking: A Memoir of Food and Longing*, in which she describes her emigre mother working day and night to create an "extravagant czarist-era dinner"—complete with burbot liver, fish pie and horseradish and lemon vodka—at her small Queens apartment, but I'd never seen one in person. I assumed the Russians gathered around the tables in Uvarov's designs must be rich or famous in some way—I knew they weren't Lenin or Stalin, but my sight recognition of important Russian figures was poor enough that they could pretty much be anyone else. Uvarov corrected my assumptions backstage, explaining that the 50-year-old images, gathered in St. Petersburg, depicted "random, real people."



Soviet-era tableside images on a top, photo courtesy of Roma Uvarov



GARAGE



The inspiration for the kitchen-wear that cropped up in a myriad of forms, from earrings to cross-body belts to pasta necklaces (and an entire jacket stuffed with dried pasta), came from the Soviet kitchens that often functioned as the central gathering place of the home, Uvarov told me; the textiles he used, from plush printed pillows to Caucasian carpet-print skirts and jackets to, in one memorable case, an actual sleeping bag, were also drawn from old-school Russian consumer goods.

Uvarov's designs may have drawn inspiration from Russia's past, but they also hinted at the future of its fashion industry—many of the clothes are designed without a specific gender in mind, says Uvarov, which presents a stark contrast to much of Russia's [rigid, traditional](#) attitude toward gender roles. Like Celine and Gucci, and unlike the majority of Russian designers who still favor youth above all else in their casting, Uvarov casts older models in his shows with the help of Oldushka, an agency that [only represents models aged 45+](#) (their oldest model is 85).



A jacket made of dried pasta and plate purse, photo courtesy of Roma Uvarov



Roma Uvarov, who had the most creative collection this season, inspired by his love for antiques and the old times, says he loves including elderly models in his shows. He explains, "Their emanations are absolutely positive. It is so great to see them so happy and self-confident. As part of the younger generation and design influencers, we should set an example for the seniors and guide them in the world of fashion and style."

## These Are the Five Names to Watch from Moscow Fashion Week

FASHION & BEAUTY / ANOTHER LIST



GALLERY / 30 IMAGES

### Roma Uvarov Autumn/Winter 2019

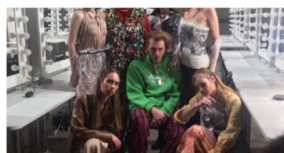
#### 3. Roma Uvarov

Designer [Roma Uvarov](#) delivered a delightfully kitsch homage to the Soviet era, centred around the kitchen. The A/W19 offering was inspired by an array of photographs, found in a flea market, that depicted Soviet families feasting – and these featured throughout the collection, displayed across monochrome jackets and dresses. The entire affair was decidedly culinary: a colourful patchwork of traditional waterproof tablecloths ("kleenka") lined the runway, making their way into a number of the looks in the form of gaudy earrings, hats and skirts; cutlery hung from necklaces and belts; plates adorned handbags; a jacket bore see-through panels filled with pasta; and one look was based on a Soviet salt packet. Tailoring meanwhile drew frequently on traditional military wear, spanning cotton trench dresses and boilersuits, while knitwear – in 1950s hues – leather, and plastic were served in equal abundance. In both concept and realisation, the collection was one of the week's most eccentric, entertaining and nostalgic endeavours.



[BREAKING](#) → [Interview with Russia's Sup...](#)

Home > MESSFashion



#### Interview with Russia's Superstar: Roma Uvarov

[michelle tonnant](#) • May 21, 2019  
[MESSFashion](#)

Have you always found joy in browsing vintage markets? Or what sparked this interest in scavenging for vintage pieces?

Yes, I always liked vintage itself and vintage markets. I often go to different vintage markets and buy different things. Some of them just inspire me, but for some of them I find a mandatory use later in my collections!

Do you personally prefer wearing vintage pieces over contemporary ones?

What can we expect from RomaUvarovDesign in the future?

Only growth and development. We have a lot of events, new collections and plans coming. I want to expand on a large scale, to be sold in the coolest stores of the world and not to affect the mass product and mass production, but at the same time be a successful commercial brand, remaining true to my concept forever!



I do not respect the Mass Market and products for which we overpay. These things are usually branded, they are completely uninteresting, dumb and tasteless! I prefer only vintage or my brand of clothes. Also, I support other young or established designers.

How does Soviet culture play into your designs?

I think this can be traced very strongly in my collection. However, I was inspired not only by Soviet Union culture! I just take the topic and reveal it in great details with all the nuances. If we take, for example, my SS19 "Swamp Glamor" collection, I have revealed both the theme of the swamp, flora, fauna, history, and the glamor itself, adding and combining all of this in one story. In the Soviet feast I like its colorfulness, so I tried to immerse myself as much as possible into the details and the idea, embodying them conceptually and in my own style. Therefore, not only Soviet culture somehow influences my work and I don't only reflect this culture and time.

Explain your approach to designing sustainably.

We are looking for household items, preferably unnecessary ones, which people can give for free, because they want to throw them out, get rid of them, and we come up with an application for them, customizing them for the collection concept! This is the real sustainability in fashion!

## FLANELLE

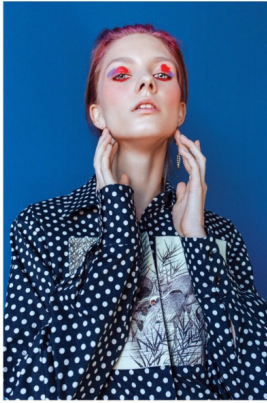


MA LE JOURNAL



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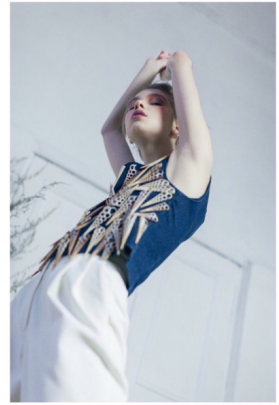
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THE ZOE REPORT



MERCEDES-BENZ FASHION WEEK RUSSIA

# 4 Emerging Russian Designers From Moscow Fashion Week

By Hannah Bibb | Oct 24 2018

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THE ZOE REPORT

## The One on the Rise

Roma Uvarov

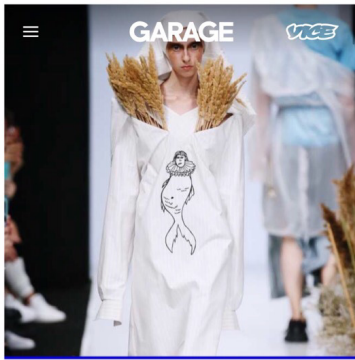
Blending eastern and western influences with an avant-garde twist is Roma Uvarov's main provocative. The young designer has a clear fascination for deviance as well as a wide-framed cultural perspective — and he knows how to put on quite the show, with a casting that included a diverse range of ages, genders, and ethnicities. Among the highlights were shell-adorned jackets and dresses, as well as a nautical take on the fringe trend.





Contributor

Contributor



FASHION

## Russia's Weirdest Designer 'Went To the Bottom of a Bog' for Spring 2019

He gathered those stalks from the bog, and his ideas for the sketches and Audubon images from the bog, and a general *sensibility* from the bog. "The concept of the show is that the person goes down to this bog, and he needs to survive and communicate with the people," he said. "This is why we called this show 'Swamp Glamour.'"

I wondered if I'd misheard something, but indeed, on Instagram, Uvarov penned a longer version of this bog-centered fairytale, writing [this comes via Instagram's translation tool], "Our hero is breaking into this swamp party to achieve his goals and satisfy his wishes...so in his collection we are showing a typical representation of this party! No matter what a meaningful party it is, it always turns into a too bright-big stuff-glamorous..."

I asked him what he wanted to do this season that he hadn't done before. How do you decide what challenges to take on as a young designer when you're just beginning your career? "I don't have any education as a designer," he said. "I don't know how to sew, and I am 21 years old, so every new collection has something new because I am exploring something new."

Uvarov uses a lot of older models in his show, some of whom, he says, come through Instagram, but others he gets from "a very popular model agency in Russia where all the models are old." (Sounds cool!) Finally, a swamp we don't want to drain.



Photograph courtesy of Roma Uvarov.



Photograph courtesy of Roma Uvarov.

Roma Uvarov is perhaps the weirdest designer in Russia, with a kind of Amish Loony Tunes aesthetic. His Spring 2019 collection, which he titled "Swamp Glamour," included Audubon images printed on polka dot button-down shirts; an abstracted sketch of a swamp on a black silk dress with lurch-like shoulders; deconstructed nun habits; old women in mismatched silk gloves; big, clowny polka dots; and extremely giant shirts. And reeds: bundles of reeds cinched around sleeves, stalks flying out of hats, bunches sprouting out of humble denim jackets (and a little plastic bag of water carried in place of a handbag).

For this collection, he said, "I went to the bottom of a—" My translator paused and looked puzzled.

"Boys," Uvarov said, looking at the translator and then at me, wagging his head with "isn't it obvious?" glee.

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"Bog?" she said tentatively.

"Bog," I confirmed. Of course he went to the bottom of a bog. *Of course.*

"I went to the bottom of a bog to do this collection," the translator confirmed, and the three of us looked at each other, smiled, and shrugged.



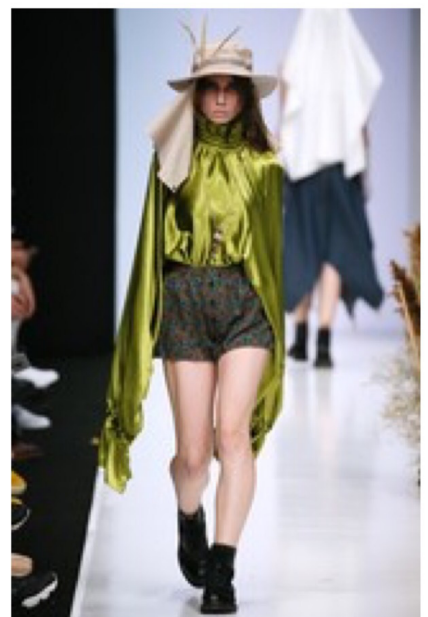
Photograph courtesy of Roma Uvarov.



Photograph courtesy of Roma Uvarov.



Photograph courtesy of Roma Uvarov.



Photograph courtesy of Roma Uvarov.

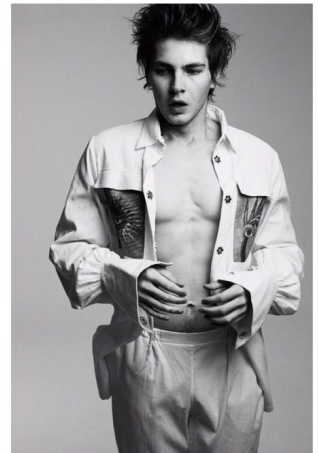


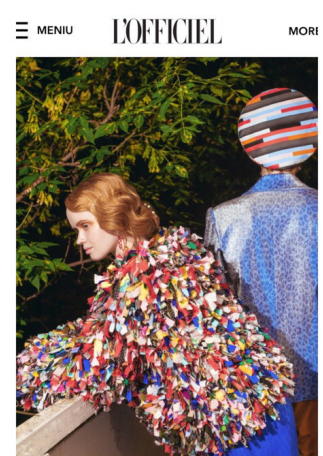
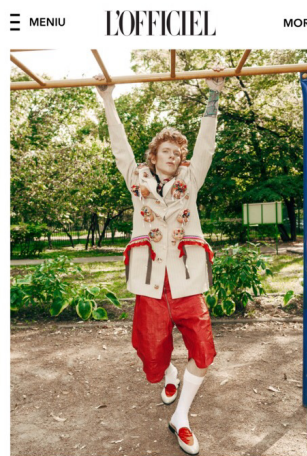
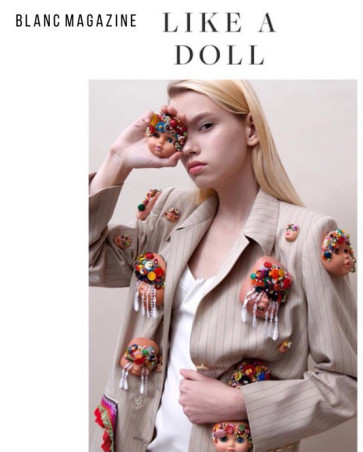
Cos'è che unisce il classico mondo della moda, glamorous e celebrativo, e le nuove generazioni di designer che si affacciano su questa industria da qualche anno? Questa è la questione principale che ci si pone al termine della **Mercedes-Benz Fashion Week Russia** di questa stagione, localizzata come ogni anno nella capitale, che ha visto sfilare gran parte dei numerosissimi designer locali; un numero di partecipanti che ogni anno aumenta, rinnovando la freschezza dei giovani designer che si oppone al glamour dei già famosi brand.

La domanda si fonda sul netto distacco fra i due mondi, quest'anno decisamente marcato; da un lato, i grandi nomi, dall'altro i newcomers che inconsciamente - o forse no - rifiutano i classici dogmi preferendo una celebrazione della moda quasi caotica, da raver, più vicina alla quotidianità dei teenager.

**Roma Uvarov** presenta una collezione che destabilizza ulteriormente gli equilibri sopra descritti. La sua fall 2018, infatti, è caratterizzata da un **forte gusto dark**, sostenuto da casting, styling e make-up. I capi, dalle forme e materiali interessanti per un così giovane designer, subiscono un **twist inaspettato** grazie agli accessori realizzati con bambolotti distrutti o radiografie impiegate per stampe, cinture, borse. **Destabilizzante** è l'aggettivo perfetto per descrivere la collezione che risulta sicuramente fra le più interessanti della stagione in assoluto. L'attenzione ora è sulla Spring 2019, sperando che Uvarov continui con lo stile presentato durante la stagione corrente, sul quale dovrebbe concentrarsi ancora di più per trovare nuovi spunti **darkwave**.

## FLANELLE





18+ cnb СОБАКА .RU

Это Рома Уваров — самый обсуждаемый дизайнер России, который станет нашим Мартином Маржелой

VK 59 Поделись J'aime 2 Partager

Еще год назад о дизайнере **Роме Уварове** знали только в родном Майкопе и Краснодаре — теперь, после победы в конкурсе «Собака.ру» «Новые имена в моде», двух показов на Mercedes-Benz Fashion Week и участия в отечественном аналоге проекта «Подиум» о нем говорит вся Россия. Редактор моды сайта sobaka.ru Алина Малюткина встретила с Ромой в один из его многочисленных приездов в Петербург и узнала, как простому парню из провинции, который не умеет ни шить, ни кроить, удалось попасть на страницы мирового глянца и во все модные «инстаграммы».



# I am not Gosha Rubchinskiy – Roma Uvarov Design

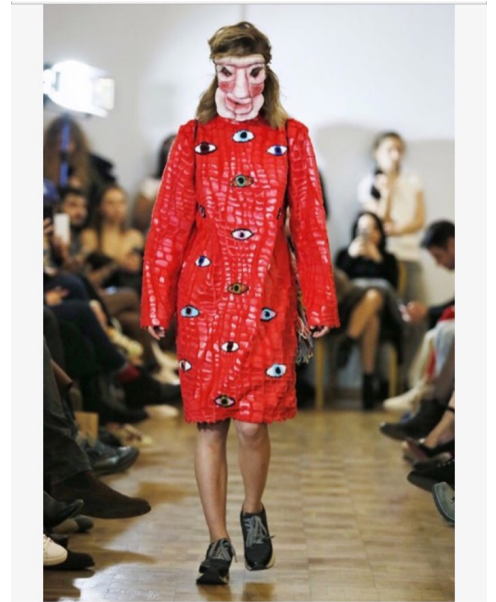
September 24, 2018 | Written by Stefano Riva

What happens when mid-east influences meet controversial occidental culture? Roma Uvarov Design is the main answer.

Roma Uvarov Design is an emergent Russian fashion brand that made urban vibes cooler than ever, honoring subcultural topics and queerness in every inch of its aesthetics.



Nowadays Russian fashion is well known because of Gosha Rubchinskiy who put at first place in his style Russian iconography and Cyrillic alphabet, becoming so recognizable all over the world. Roma Uvarov, on the other way around, tries to embrace in a more colonialist way eastern culture and niche researches.



In his last February fashion show, the artist decided to give birth a very special polyandric runway, letting all his spectators coming into his little 'tsvetnoy, world. He let flat colors like grey predominate – but as in this case – a brilliant red illuminates the show. He likes to work with unordinary rules, he celebrates minimalism sterilizing his clothes but characterizing them with serial topics like cartoon eyes and masked faces.

Another important point in his never-ending researching route is the "infant world", it is easy to see how he lets our most common childish manners walk that walk, the lines remind us of old nighties gothicized for the occasion with sombre tones. Even in this case, the model face is not clean, in fact he decorates it with a mouth mask. It is necessary to underline even his touch of class in letting different no – shaped puppets accompany the models during the show.



It is no secret telling that Roma has a very bright future ahead him and we are getting antsy to see what is next, hoping to see how he is going to show his dualist art in the following runways.