

FASHION BLOC. NEW FASHION WHEREABOUTS



MARIT ILISON, ESTONIA

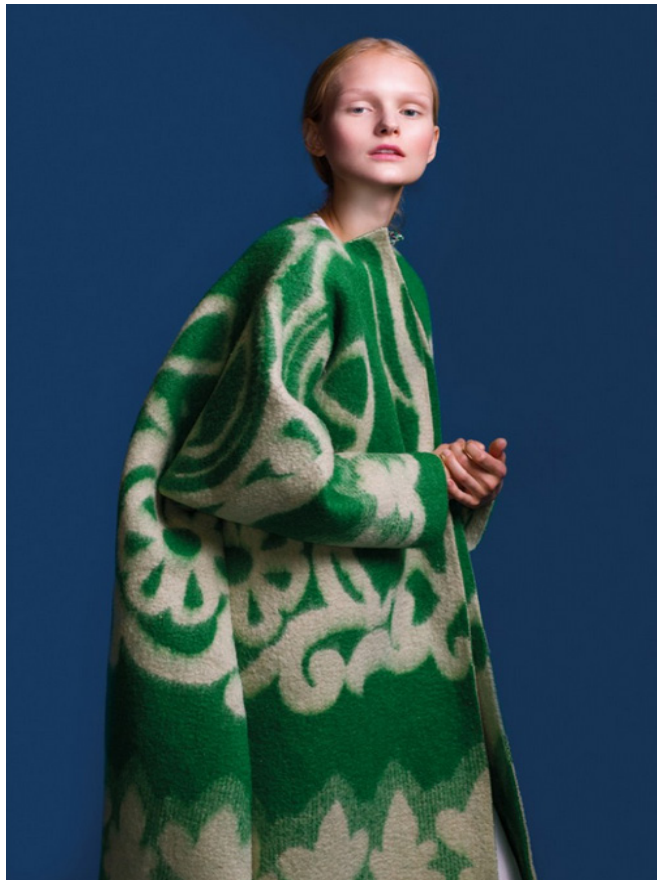
FASHION | BLOC

WWW.FASHIONBLOC.CO.UK

Welcome to Fashion Bloc - your new fashion insider from the undiscovered fashion destinations in Europe.

MISSION

Fashion Bloc connects fashion-savvy, newness-hungry shoppers from around the globe with best creative talents from Eastern and Central Europe, as well as the Baltic States. A one step place for fashion lovers to shop and discover indie fashion designers from emerging fashion region. We aim to create a bridge between Western consumers and talented designers by omitting the awkward silence of the first encounter.



MARIT ILISON, ESTONIA

KRISTIAN STEINBERG, ESTONIA



FASHION | BLOC

DESIGNERS BLOC

Fashion Bloc is a hip fashion location - like Shoreditch to London, Milwaukee av. to Chicago and Friedrichshain to Berlin.

- Coming from Eastern Europe we are experts of fashion industry across this region and partners with the best designers
- Currently representing designers from Belarus, Estonia, Latvia, Lithuania, Ukraine and our circle is constantly expanding: from Tallinn in Estonia to Bucharest in Romania.
- Only handpicked designers and curated merchandise
- We are building a fully integrated unique shopping experience transmitting the heritage, culture and ideology of each brand
- Redefining luxury: exclusive and unique vs six-digit price tag



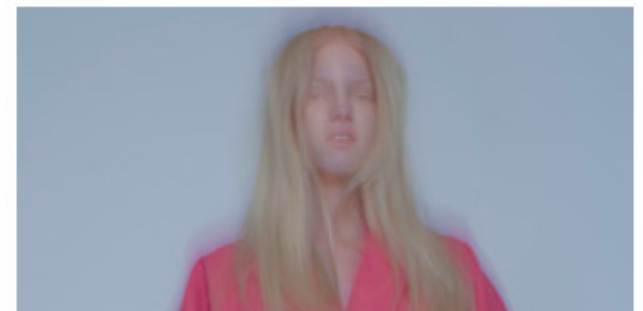
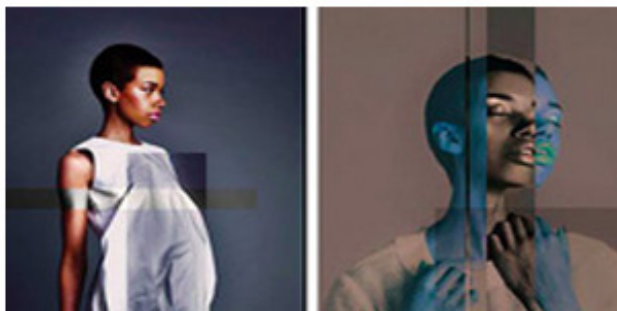
WOOLINGS BY MARIA VLASOVA



TADAM! BY DEIMANTE LITVINAITE



ANDRE TAN



FASHION | BLOC

NEWS BLOC

Online platform Fashion Bloc offers a chance to be among the first ones to discover the hottest talents of tomorrow. Fashion Bloc is offering news and editorial insights about the happenings in the fashion world:

- Following Eastern European and Baltic Fashion Weeks: already keen to go back to Minsk, Vilnius, Kiev and other locales.
- Attending fashion shows of the collaborating designers
- Following fashion industry news in Eastern Europe and the Baltic States
- Providing cultural insights and bringing two Europes closer to each other

FASHION BLOC GUESTS: ROBERTO CAVALLI DESIGNER MARCO LOMBARDI



Marco Lombardi, with a typical Italian name, is not your typical Italian. He's dyed his hair grunge-white, he has his both ears pierced and he looks like an artist from East London rather than a designer from Milano. However, he is a designer from Milan and a very successful one. For the last 7 years Marco has been working for the Italian luxury fashion brand Roberto Cavalli creating amazing pieces for their ready-to-wear line. Here's Mr. Lombardi's success story exclusively for Fashion Bloc.

Fashion Bloc: When did you realize you wanted to become a fashion designer?

When I graduated from a high school.

FB: What is your ultimate goal as a creator?

To become a Creative Director for a French fashion house.

FB: Is fashion vain?

Vanity is an attribute of a person, not of fashion.

FB: Why is it good to be a part of the fashion world, or isn't it?

Yes, it is amazing to be a part of the fashion world, especially when your career develops.

FB: What or who are your inspirations?

I find inspiration in a daily life.

FB: Is fashion etnocultural or global?



fashionbloc

leva Go East For a Change. Designer fashion from new European destinations.
<http://www.fashionbloc.co.uk>

84 posts

July 2014



FASHION | BLOC

BUSINESS MATCHMAKING BLOC

Fashion Bloc is offering Business to Business Matchmaking and Market Research:

For international fashion companies:

- Alternative outsourcing/manufacturing/production sources in Eastern Europe
- Fashion retail expansion in Eastern Europe
- Creative resources
- Consumer reaserch

For Eastern European clothing and textile companies:

- Wholesale expansion into international markets
- Production/manufacturing outsourcing
- Regional collaborations

EASTERN BLOC FASHION INDUSTRY DATABASES:

- Fashion Organisations and Assosiations
- Fashion Events
- Fashion Schools



FASHION | BLOC

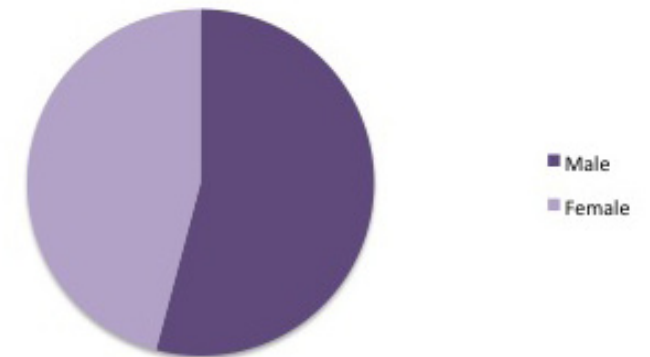
DEMOGRAPHICS BLOC

Fashion Bloc is reaching out to fashion enthusiasts and professionals around the world appealing to the followers in the Western as well as the Eastern Europe.

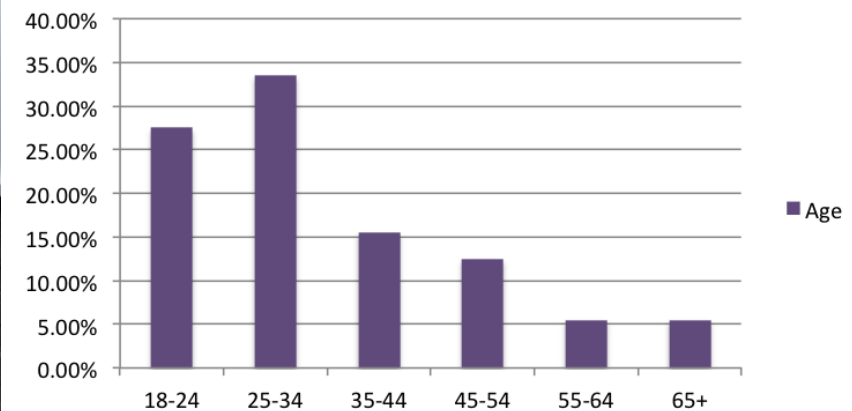
Our audience is looking for interesting fashion stories, exclusive designs and new fashion names coming from unusual fashion destinations. We offer quality content and quality products. Our customers seek for exclusive designs minus a huge price-tag.



Gender



Age



FASHION | BLOC

OUR TEAM BLOC

Fashion Bloc has been launched in 2013 by Ieva Zubaviciute - fashion journalist and international fashion scout in luxury sector. Started with a mission to promote Baltic and Eastern European fashion designers online Fashion Bloc has grown into a multi-layered platform and Eastern European expert in fashion.

CONTACT US:

Founder and Editor Ieva Zubaviciute
ieva@fashionbloc.co.uk

Head of Business Development Martin Kucera
martin@fashionbloc.co.uk

IEVA ZUBAVICIUTE, FOUNDER OF FASHION BLOC



FASHION | BLOC

WWW.FASHIONBLOC.CO.UK

Did you know that...

Roksanda Ilincic is Serbian

Mother Theresa was Albanian

Carmen Cass is Estonian

Leonard Cohen is half Lithuanian

Mila Kunis is Ukrainian

Franz Kafka was Czech

Fryderich Chopin was Polish

Maria Sharapova is Belarusian

...get in touch if you want to know more and **go East for a change**

info@fashionbloc.co.uk

BIBI BEVZA, UKRAINE

