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The princess of instant fashion: Aleksandra Paszkowska

The stylish handbag is instantly transformed into the "Pop Up Crinoline" – and the "Instant Princess" is ready to enchant.
Photo: Gilles Rentiers

Fashion can be more than beautiful – sometimes it can be really funny. Aleksandra Paszkowska uses fashion to bring a special kind of humour into fashion and the struggles of everyday life. With her fashion every girl/woman can transform herself immediately in an instant dream by wearing Paszkowska´s "Instant Princess" dress with the "Pop Up petticoat" or for the very moment in life the "Emergency Wedding Dress".

Born 1969 in Poland Aleksandra Paszkowska has studied in Germany, France and Belgium and speaks six languages fluently. She has won her first prize „La Belgique a du talent" in 1992. After collaborations with the team of Ermenegildo Zegna and Gucci she has set up her label „Y-dress?" in 1996. Her first shop has opened in Brussels last year.

The peculiarities of our society are the sources of her creativity. "Pop Up Crinoline" for example combines a very practical cloth with her typical sense of humour towards our nanoseconds life: a tulle skirt which can be carried like a handy bag. The skirt is - rolled up - the bag itself. Before use the hand bag pops up and becomes a lovely crinoline skirt: ready for the next appointment.

Aleksandra Paszkowska makes clear in which role women has to live today in an omnipresent fashion world. Her designs help us in our everyday struggle with fashion by saving time, nerves and demonstrate this special kind of humour that makes fashion more funny and us prettier at the same time.

With her unconventional design of clothes and blouses for the swim- and underwear of Triumph International she has conquered the hearts of her fans. And with her stylish concepts like "Unzip My Heart" she has shown us the way to the lovely world of the true fashion princess.

If you also like the fashion of Aleksandra Paszkowska, you still can vote for it till 30th September on the fashion platform www.fashionoffice.org/triumph.

Photos: *Please credit the photo above: Gilles Rentiers*
Press corner of Y-dress?, Aleksandra Paszkowska: www.gillesrentiers.com/ydress/
Press corner Triumph International Fashion Award 2004: www.fashionoffice.org/triumph/press/

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