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## The new classics in the April issue of *Vogue Polska*

**The end of March heralds the coming spring. This season, we search for “the new classics”. We watch the comeback of Burberry and Schiaparelli to the top. We shoot the latest haute couture collections, interview Aaron Esh, a designer of Polish descent, who made it to the final stage of the LVMH contest, and analyze the “quiet luxury” phenomenon of The Row brand.**

“Designers like to surprise us, set trends and design bestsellers, but the grandest ambition for most of them is to create something timeless, which becomes a part of the canons of fashion for good. This season, this tendency is extraordinarily prominent,” — writes Ina Lekiewicz Levy in her editorial for the April edition of *Vogue Polska*. In this issue, we analyze the movements of the new classics. The cover photo shoot focuses on the haute couture designs examined by Kamila Wagner.

Piotr Zachara takes a look at brands being revived by their new creative directors. After three unsuccessful attempts of bringing the Schiaparelli fashion house back to life, the brand has been taken over by Daniel Roseberry as its creative director and has won the hearts of Lady Gaga, Beyoncé or Kim Kardashian. “After the recent haute couture shows, the Internet has been mad about three outfits resembling what you look like when undressing in a hurry after a costume party, as well as a dress attached to a sculpture worn by the model on her head,” writes Zachara. Bernard Arnault has currently 14 fashion houses in his portfolio, including the most recently acquired Patou fashion house. He entrusted the privilege of reviving the brand to Guillaume Henry, a 44-year-old designer, who had already revitalized Carven and Nina Ricci. And what happened to the famous Maison Vionnet? “It got into the hands of Goga Ashkenazi, a daughter of a Kazakh dignitary. She showcased her last collection in 2018, after which she focused on swag and ecology, while most recently we have not heard much from her,” explains Piotr Zachara.

Burberry is also heading for its new future with the help of Daniel Lee, a designer, who made Bottega Veneta one of the most desired brands in the world and now is devoting his dedication and talent to the British brand: “With his first collection for Burberry, Daniel Lee is trying to convince two generations of clients — his own and the younger generation — that designers are still needed,” comments Piotr Zachara. Speaking of success, you ought to mention the Olsen twins. Former child actresses starring in the “Full House” sitcom left Hollywood for the world of fashion. Establishing The Row, they focused on clothes that are refined in their simplicity, timeless and representative for the trend of the “quiet luxury”. Michalina Murawska explains the phenomenon of The Row.

What has made the designs created decades ago so popular today? “It’s about things that have retained a certain genuine idea, unique for a given designer. This fashion is rather dark, conceptual, minimalist, but also open to innovative materials, unique and resistant to passing time,” writes Kamila Wagner, a fashion journalist. The clothes selected by experts have become popular among celebrities, while those who cannot afford them create outfits inspired by vintage designs.

What else can you find in the latest edition of *Vogue Polska*? Marcin Różyk talks to Aaron Esh, a finalist of this year’s LVMH contest, who is revolutionizing men’s fashion. The impressive career of this Central Saint Martins graduate of Polish descent started just a year ago: “Aaron Esh is a dapper rebel, a smart revolutionary and a very hard worker,” writes Marcin Różyk about the designer. We stay in London, the city where Nina Blachowicz lives and works. She moved to Great Britain from Olsztyn soon after graduating from high school. Her dream was not fame, but prestige. Today she has a full-time job in the communications department of the Stella McCartney’s London headquarters. All her clothes fill in two small wardrobes dominated by off white and gray colors, quality fabrics and classic designs: “I certainly am an avid fashion follower, but I don’t succumb to temptations. I ask myself

many questions before I buy anything. I decide not to buy a given thing, when I feel the purchase would be triggered by a super-sale or another impulse,” she explains.

We visit the Warsaw workshop of Agnieszka Rosa, who has been running a brand of handcrafted gold jewelry for 10 years. She talked to Kamila Wagner about her first clients, who would visit her small shop out of curiosity, about her collaboration with a duo of photographers — Agnieszka Kulesza and Łukasz Pik, and about the reasons behind her decision to design jewelry made of gold and noble materials.

In the beauty section, Izabela Cieplińska selects the “new classics” that are perfect for the beginning of this season. Ilona Rechnio examines the possible impact of artificial intelligence on the beauty industry. Kara Becker interviews the Chanel’s global director for fragrance, cosmetics, watches and jewelry and takes a look at the Chronorama exhibition of the Condé Nast archives in Venice. Aleksandra Zbroja, Urszula Honek, Dominika Słowik, Natalia Szostak, Weronika Murek and Emilia Dłużewska talk about their writing careers, Anna Koniecznyńska examines how cultural studies researchers analyze myths from new perspectives, offering their feminist interpretation, and Maria Fredro-Smoleńska presents her selection of books to read in April.

The April issue of *Vogue Polska* is available as of March 30. Order your issue now with one of the two different cover pages and delivery to your doorstep.

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