

Warsaw, 22 February 2024

## **5 things you should know about the anniversary issue of *Vogue Polska***

“I hope this issue will give us an occasion to celebrate together,” writes Ina Lekiewicz Levy, the editor-in-chief, in her editorial. And we have things to celebrate, which Maria Fredro-Smoleńska proves in our magazine. What else can you find in the March issue with two alternative cover pages? Bartosz Bielenia tells us about his work on the movie titled “Kos”, experts analyze what fashion can look like in 2030, while the crew of *Vogue Polska* share their dreams about the coming season.

### **Sixth anniversary of *Vogue Polska***

In the March issue of the magazine, Maria Fredro-Smoleńska recaps six years of *Vogue Polska*. We have released 73 issues (some of them double-sized), as well as special issues dedicated to design, beauty, leaders, travelling and sports. Countless photo shoots, unforgettable stars, significant events in Poland and abroad. *Vogue Polska* is proud to have featured top models, such as Anja Rubik, Christy Turlington Burns, Eva Herzigová, Adwoa Aboah, Lara Stone, or Cindy Crawford, as well as Victoria Beckham, Jane Fonda, Andie MacDowell, or Charlotte Gainsbourg, on its cover pages. The main theme of this anniversary edition is the start of the season. We enter spring ready for new challenges and full of hope about what the coming months can bring. For this issue’s cover photo shoot, Ali Toth and Anikó Virág, heads of our fashion section, have selected their 50 favorite runway looks, which are meticulously analyzed by Kamila Wagner. But that is not all. Members of our editorial crew share their dreams about this new season.

### **We will dive into the analysis of what fashion in 2030 can possibly look like and we might be able to gain better understanding of constant rotation among creative directors of fashion houses**

“The premiere of the Polish edition of *Vogue* coincided with significant changes in the global fashion world. Phoebe Philo was leaving Céline, while Virgil Abloh presented his first collection for Louis Vuitton,” writes Ina Lekiewicz Levy, the editor-in-chief of the magazine, in her editorial. Today, as all the industry experts interviewed by Julia Właszczuk agree, fashion is undergoing a transformation again. On the one hand, the industry is being stimulated by the growing impact of artificial intelligence, while on the other hand, we are witnessing a revival of crafts and second-hand collections. “Fashion is about to become even more unpredictable and diversified. The contemporary struggle with chauvinisms and discrimination that have been shaping fashion for centuries will make the industry more open to people who have been marginalized,” says Marcin Różyc, a journalist and fashion curator. Zuzanna Skalska, a trend analyst, believes that the professions of the future will include a “shoemaker 4.0” — a craftsman assisted by modern technologies. Are we still going to see constant rotation among creative directors of fashion houses in the future? “What has been going on in fashion houses in the recent seasons is sometimes referred to as waltzing, a big bang, or a huge reshuffle. If you think

that creative directors of fashion houses change frequently, you should wait and see how quickly they will probably change in the future,” analyzes Kamila Wagner.

## **Blanka Jordan and Zuzanna Wachowiak discuss the Bizuu brand’s success story**

“We have always dreamt of offering women clothes of all sorts and for every occasion,” say Blanka Jordan and Zuzanna Wachowiak — women behind the Bizuu brand, whose eclectic style had until recently been associated mostly with feminine dresses. Today, their portfolio includes coats, impeccably cut suits, jeans and widely acclaimed sweaters. The sisters, who put so much passion into their work, are not afraid of challenges. This time they are designing the outfits that the Polish national team will wear during the opening ceremony for the Paris Summer Olympics. “When I learned more about the scale of this project, I was rather sceptical. Blanka believed in us and knew we could do it,” says Zuzanna. Male silhouettes turned out to be the greatest challenge. “In the beginning, we were terrified, but we quickly calmed down and focused on the fact that we had outstanding professionals and a clear vision of what we wanted men to look like during that ceremony,” explains Blanka interviewed by Michalina Murawska.

## **Actor Bartosz Bielenia and director and screenwriter Weronika Tofilka take us behind the scenes of movie production**

Bartosz Bielenia talks to Anna Koniecznyńska about his part in the movie titled “Kos”, his work in Nowy Teatr and his engagement in professional challenges: “My family were peasants for generations. My mom is from the Suwałki region, while my dad is from Podlasie. I was raised in Białystok, but I spent a lot of time in the countryside. I am proud of my roots, they are an important part of my identity and I have never denied my heritage,” says the actor, adding that he had been warned that acting is a “dangerous profession”. “I still like to work with people with vision, but now I know that you may have a vision, but you can’t torture others with it,” explains Bielenia. He have never felt tortured himself. “It’s because I know how to live up to expectations,” says the actor. Can Weronika Tofilka live up to the expectations of the audience? “Love Lies Bleeding”, an erotic thriller starring Kristen Stewart with her screenplay, had its premiere at this year’s Sundance Film Festival. This London-based director and screenwriter tells Julia Właszczuk about her love for cinema and plans for the future. Currently, Tofilka is simultaneously working on several productions, including a Polish and a British one. “I can’t reveal too much yet, but both films are rooted in the past, are inspired by surrealism and combine dark themes with satire,” explains the director.

## **We can take a closer look at the phenomenon of Esther Perel, a famous relationship therapist, and the fine taste of writers**

“In the lists of best-dressed writers, you can see a clear local bias. The French mention Émile Zola, Colette, or even Voltaire, Italians refer to Natalia Ginzburg, while Russians mention Chekhov and Mayakovsky. The Americans might feel kings of the world, but they still stick to their own, i.e. English-speaking figures. In 2016, *Vanity Fair* praised the look of Zadie Smith (great turbans, nice dresses from retail brands), Alice Munro (neat white shirts), J.K. Rowling

# VOGUE

POLSKA

in her salmon dress by Oscar de la Renta, and Joan Didion with her Céline sunglasses and a Chanel bag — Piotr Zachara discusses the fine taste of writers in the new issue of *Vogue Polska*. Anna Koniecznyńska takes a look at Esther Perel, an American superstar of contemporary psychology. The author of best-selling psychology books and a popular podcast teaches us how to talk about love, sex and relationships.

*The March issue of Vogue Polska is available as of February 22. Order it today with one of two available cover page variants on Vogue.pl.*

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