

Warsaw, 25 September 2024

## **5 Things you need to know about the October issue of *Vogue Polska***

“In the October issue of *Vogue*, we examine the impact of quality, DNA and history of brands on their value,” writes Ina Lekiewicz-Levy, the editor-in-chief, in her editorial. The issue of *Vogue Polska* devoted to heritage is now available in stores with two alternative cover pages. Here is what you can find in our magazine.

### **Kara Becker tries to find out why luxury becomes more and more expensive**

“The prices in luxurious fashion houses are getting higher and higher every year — according to the Edited analytics company, they soared by 25% within the last four years. The prices of Dior bags went up by 10% between 2022 and 2023, Gucci raised its prices by 9%, while the average price increase in Saint Laurent was between 8% and 16%,” writes Kara Becker in the “Pricing of Luxury”. What is the reason for this increase? What is the true luxury today? Why is a Birkin bag a better investment today than gold?

### **Kamila Wagner selects iconic products of Polish brands**

“Works of Art” are iconic products of Polish brands and designers that are bound to find their place in the history of fashion. We have become used to refer to Polish brands as “young”, but many of them have already built archives, genuine typologies and emblematic products that enjoy lasting popularity. It is a catalog of items on the foundation of which the domestic businesses have grown, built their success and identity. Kamila Wagner asks designers about their history, structural nuances and impact on reality.

### **Aleksandra Boćkowska explains our perception of the communist-era design**

“As the communism was decaying, Poles hated not only general Jaruzelski, but also chairs, cups, clothes, and even posters of that time. They would throw away or hide deep in the closets all items they could replace with new ones — colorful, plastic, shimmering with opportunities of the 1990s. It soon turned out that those opportunities were not equally colorful for everyone and that some people missed the old system, although they did not miss those items yet,” writes Aleksandra Boćkowska.

Have the clothes from the communist era become a cultural heritage? What about the design of that time? What history do those items tell? Aleksandra Boćkowska tries to find answers these questions in the report titled “When nostalgia turns into heritage”.

The communist era in Poland is also depicted in the photos by Romuald Broniarek, which you can see at the “By the way” exhibition displayed in the History Meeting House and in an album published on this occasion. Maria Fredro-Smoleńska writes about the life of a photographer documenting the “Polish–Soviet friendship”.

### **Wojciech Engelking talks to Zadie Smith about her latest novel**

“The Fraud” by Zadie Smith has just appeared in the Polish bookstores. Wojciech Engelking talks to the author about her very first historical novel. Why have Zadie decided to go back to the 19th-century England? And why was the Victorian era the best and the worst period in history at the same time? The readers will also learn about the role of Charles Dickens in the novel by Zadie Smith.

### **Karolina Sulej tells a story of the singers from the SPIEVY z-pad Mosta choir**

SPIEVY z-pad Mosta is not only a choir of refugee women from Belarus, but also a feminist think-tank and an artistic project. Karolina Sulej tells a story of its creators. In her article titled “The Deconstructor of Ballet”, Anna Sańczuk portrays Wojciech Grudziński, a choreographer, who opens classical ballet to new territories.

*The October 2024 issue of Vogue Polska is now available in stores. Order it today with one of two available cover page variants on [vogue.pl](http://vogue.pl).*

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