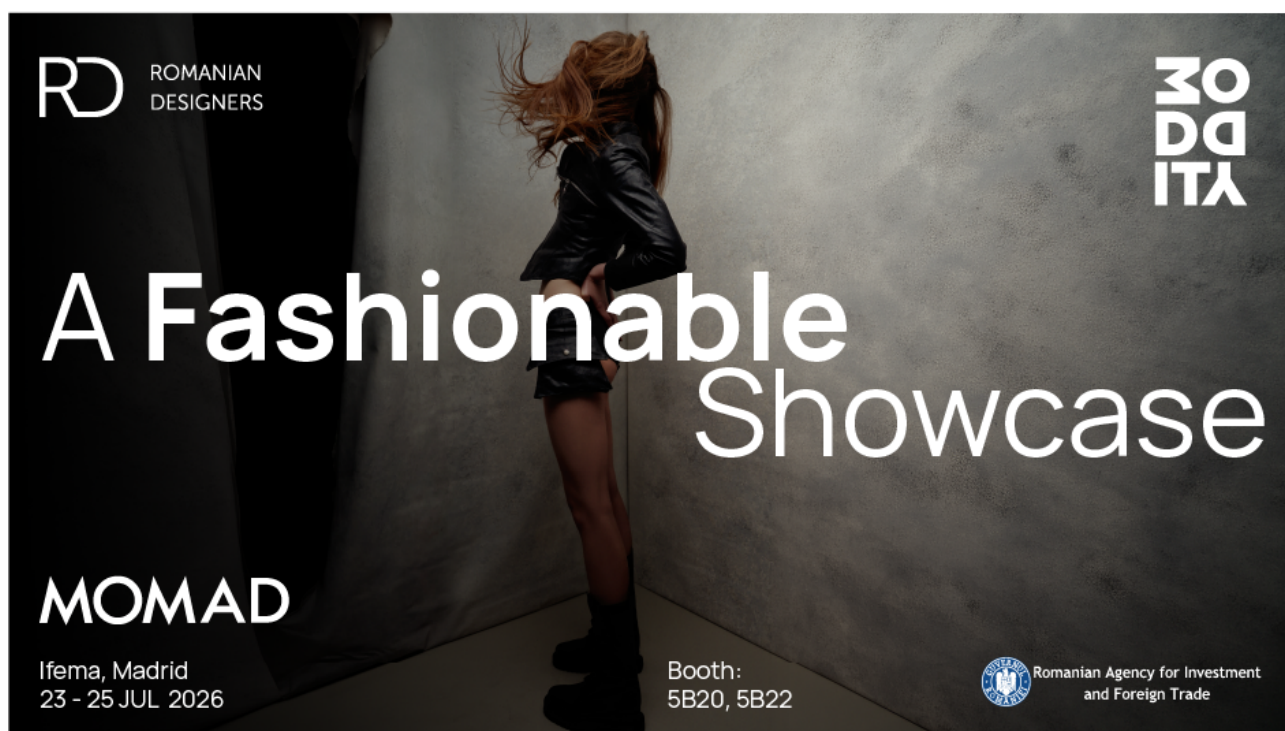




Eight Designers, One Destination: Their MOMAD Madrid Journey

Romanian fashion continues to expand its international footprint as eight Romanian designers arrive in Madrid to present their latest collections through the Romanian Agency for Investment and Foreign Trade (ARICE), as part of its government-supported program promoting Romanian brands at leading international trade fairs. The event offers designers the opportunity to showcase their work to international buyers, fashion media, industry professionals, and potential business partners, while opening new avenues for export, collaboration, and long-term growth.

On this occasion, we spoke with the eight designers currently presenting in Madrid about the collections they have brought, their expectations for the fair, and what it means to represent Romanian fashion on an international stage.

ARAH



WHAT'S THE ONE THING PEOPLE SHOULD KNOW ABOUT YOUR BRAND BEFORE THEY SEE YOUR COLLECTION?

ARAH doesn't begin with a sketch. Each piece emerges through the process itself, becoming a wearable fragment of an evolving landscape rather than a designed object.

IF YOU HAD TO DESCRIBE THIS COLLECTION IN JUST THREE WORDS, WHAT WOULD THEY BE?

Instinctive. Organic. Timeless.

WHAT'S ONE FASHION TREND YOU'RE EXCITED ABOUT—AND ONE YOU THINK IS OVERRATED?

I'm excited to see fashion embracing individuality and collectible design objects. Pieces with a strong artistic identity are becoming more meaningful

than fast trends. I think trends that make everything look the same are overrated. I prefer design that reflects personality and individuality.

IF YOUR BRAND COULD COLLABORATE WITH ANYONE IN THE WORLD, WHO WOULD IT BE AND WHY?

Dover Street Market. Not as a retailer alone, but as a cultural platform where fashion, art and contemporary design naturally meet. ARAH belongs in conversations where jewelry is seen as wearable sculpture.

WHEN VISITORS LEAVE YOUR BOOTH, WHAT'S THE ONE THING YOU HOPE THEY'LL REMEMBER ABOUT YOUR BRAND?

When visitors leave our booth, I hope they remember one particular piece—and the story they saw in it.

ATU BODY COUTURE



WHAT'S THE ONE THING PEOPLE SHOULD KNOW ABOUT YOUR BRAND BEFORE THEY SEE YOUR COLLECTION?

Every collection begins with the intention of creating pieces that women can truly make their own. We focus on balancing strong design with versatility, allowing each garment to adapt to different personalities and occasions rather than defining them.

IF YOU HAD TO DESCRIBE THIS COLLECTION IN JUST THREE WORDS, WHAT WOULD THEY BE?

Confident. Fluid. Versatile. We wanted to create pieces that feel effortless to wear while still making a statement in a subtle way.

WHAT'S ONE FASHION TREND YOU'RE EXCITED ABOUT—AND ONE YOU THINK IS OVERRATED?

Power dressing is the trend I'm most excited about. It was time for a shift to bold, defined silhouettes, and I'm genuinely curious how everyone will interpret this statement-driven aesthetic. On that note, I think quiet luxury on repeat is overrated. People should embrace creativity more and explore their identity instead of always playing it safe.

IF YOUR BRAND COULD COLLABORATE WITH ANYONE IN THE WORLD, WHO WOULD IT BE AND WHY?

Hugo Kreit. They have these bold and unique jewelry pieces that would be the perfect complementary extension to our collections. There's a dose of surrealism and magic, but it's balanced with real sensitivity and elegance, which is exactly what ATU strives for. I think it would be a really strong pairing.

WHEN VISITORS LEAVE YOUR BOOTH, WHAT'S THE ONE THING YOU HOPE THEY'LL REMEMBER ABOUT YOUR BRAND?

I hope they leave remembering that ATU has a clear identity. We want people to see collections that feel considered and expressive, while still leaving space for individuality. The best outcome is when someone immediately starts imagining how they would wear the pieces themselves.

CUANNA



WHAT'S THE ONE THING PEOPLE SHOULD KNOW ABOUT YOUR BRAND BEFORE THEY SEE YOUR COLLECTION?

CUANNA is more than a fashion brand—it's about empowering women through timeless design, exceptional craftsmanship, and confidence. Every piece is proudly made in Romania using 100% natural European fabrics and created to make women feel strong, feminine, and effortlessly elegant.

IF YOU HAD TO DESCRIBE THIS COLLECTION IN JUST THREE WORDS, WHAT WOULD THEY BE?

Timeless. Sophisticated. Effortless.

WHAT'S ONE FASHION TREND YOU'RE EXCITED ABOUT—AND ONE YOU THINK IS OVERRATED?

I'm excited about the return of timeless tailoring and investment pieces that women can wear for years. I think fast-changing micro-trends are overrated because true style should outlast seasons.

IF YOUR BRAND COULD COLLABORATE WITH ANYONE IN THE WORLD, WHO WOULD IT BE AND WHY?

I'd love to collaborate with a woman who embodies confidence, elegance, and authenticity—someone who inspires other women through both style and leadership. The collaboration should reflect our values rather than simply celebrity appeal.

WHEN VISITORS LEAVE YOUR BOOTH, WHAT'S THE ONE THING YOU HOPE THEY'LL REMEMBER ABOUT YOUR BRAND?

I hope they remember that CUANNA is where timeless elegance meets exceptional craftsmanship. More than beautiful clothes, we create pieces that make women feel confident, empowered, and uniquely themselves.

IRINA SCHROTTER



WHAT'S THE ONE THING PEOPLE SHOULD KNOW ABOUT YOUR BRAND BEFORE THEY SEE YOUR COLLECTION?

Irina Schrotter is built on contemporary design with a timeless perspective. Every collection combines architectural silhouettes, premium craftsmanship, and effortless wearability, creating fashion that is both distinctive and made to last.

IF YOU HAD TO DESCRIBE THIS COLLECTION IN JUST THREE WORDS, WHAT WOULD THEY BE?

Refined. Confident. Contemporary.

WHAT'S ONE FASHION TREND YOU'RE EXCITED ABOUT—AND ONE YOU THINK IS OVERRATED?

We are excited by the growing appreciation for conscious, long-lasting fashion and thoughtful tailoring. Overrated? Fast-moving micro-trends that encourage overconsumption and quickly lose their relevance.

IF YOUR BRAND COULD COLLABORATE WITH ANYONE IN THE WORLD, WHO WOULD IT BE AND WHY?

We would love to collaborate with Tilda Swinton. Her understated elegance, artistic vision, and fearless individuality perfectly reflect the values and aesthetic of the Irina Schrotter brand.

WHEN VISITORS LEAVE YOUR BOOTH, WHAT'S THE ONE THING YOU HOPE THEY'LL REMEMBER ABOUT YOUR BRAND?

That Irina Schrotter offers more than clothing—it offers a clear design identity, exceptional quality, and contemporary pieces created for confident women who value authenticity over trends.

LENCA



WHAT'S THE ONE THING PEOPLE SHOULD KNOW ABOUT YOUR BRAND BEFORE THEY SEE YOUR COLLECTION?

LENCA is a brand built on memory and transformation. Every collection begins with a dialogue between historical women's silhouettes and contemporary femininity, reinterpreting the past through bold colour, modern tailoring, and expressive textures.

IF YOU HAD TO DESCRIBE THIS COLLECTION IN JUST THREE WORDS, WHAT WOULD THEY BE?

Bold, sculptural, timeless.

WHAT'S ONE FASHION TREND YOU'RE EXCITED ABOUT—AND ONE YOU THINK IS OVERRATED?

I'm excited to see fashion moving away from seasons and toward timeless, collectible pieces with a strong identity. I believe women increasingly value garments that have longevity and emotional meaning. I think micro-trends driven by social media are overrated. They disappear as quickly as they appear, while great design should remain relevant beyond a single season.

IF YOUR BRAND COULD COLLABORATE WITH ANYONE IN THE WORLD, WHO WOULD IT BE AND WHY?

I would love to collaborate with Jonathan Anderson. His work has been a constant source of inspiration since the very beginning of LENCA. I deeply admire his bold, surrealist approach to design and the way he creates a dialogue between fashion, art, and contemporary culture. His ability to challenge conventions while maintaining exceptional craftsmanship resonates strongly with my own vision for LENCA. A collaboration would be an opportunity to explore creativity without boundaries, where color, sculptural silhouettes, and artistic expression come together in unexpected ways.

WHEN VISITORS LEAVE YOUR BOOTH, WHAT'S THE ONE THING YOU HOPE THEY'LL REMEMBER ABOUT YOUR BRAND?

I hope they remember that LENCA isn't simply about clothing, it's about confidence expressed through color. Every piece is designed to make women feel distinctive, powerful, and unforgettable while carrying a story that connects heritage with contemporary design.

MIHAELA GLAVAN



WHAT'S THE ONE THING PEOPLE SHOULD KNOW ABOUT YOUR BRAND BEFORE THEY SEE YOUR COLLECTION?

Mihaela Glavan is a Romanian brand built around personality, not perfection. Every piece starts from a very personal idea of femininity, independent, intuitive, a little unexpected. We create shoes and objects that are meant to be worn, but also remembered.

IF YOU HAD TO DESCRIBE THIS COLLECTION IN JUST THREE WORDS, WHAT WOULD THEY BE?

Emotional. Bold. Effortless.

WHAT'S ONE FASHION TREND YOU'RE EXCITED ABOUT AND ONE YOU THINK IS OVERRATED?

I am excited about the return of individuality, people dressing with more instinct, more emotion, less fear of standing out. I think the idea of "quiet

luxury" can be overrated when it becomes too safe. Luxury should not always whisper; sometimes it should have character.

IF YOUR BRAND COULD COLLABORATE WITH ANYONE IN THE WORLD, WHO WOULD IT BE AND WHY?

I would love to collaborate with an artist or architect who understands form, emotion and space, someone like Olafur Eliasson. I am interested in the way objects can create an atmosphere, not just complete an outfit. For me, fashion is very close to art when it changes the way you feel in your own body.

WHEN VISITORS LEAVE YOUR BOOTH, WHAT'S THE ONE THING YOU HOPE THEY'LL REMEMBER ABOUT YOUR BRAND?

I hope they remember that our pieces have soul and a theatrical flair. That they are not anonymous products, but objects with intention and a fantasy touch, made for women who want beauty, comfort and character in the same gesture.

MKNU



WHAT'S THE ONE THING PEOPLE SHOULD KNOW ABOUT YOUR BRAND BEFORE THEY SEE YOUR COLLECTION?

MKNU is built on the idea that luxury doesn't have to be loud. We combine precise tailoring with contemporary streetwear, creating timeless pieces that carry strength. Every garment is designed to make a statement through craftsmanship rather than excess.

IF YOU HAD TO DESCRIBE THIS COLLECTION IN JUST THREE WORDS, WHAT WOULD THEY BE?

Architectural. Bold. Uncompromising.

WHAT'S ONE FASHION TREND YOU'RE EXCITED ABOUT—AND ONE YOU THINK IS OVERRATED?

We're excited to see a return to quality craftsmanship, structured silhouettes, and investment pieces that are designed to last beyond a single season, as well

as modular and transformable fashion, pieces that can change shape, function, or attitude depending on how they are worn. We think fast moving microtrends are overrated, they encourage consumption instead of personal style and take attention away from thoughtful design. A trend we think is overrated is fashion that becomes too minimalist or too "perfect." When everything looks too clean, neutral, and safe, it can lose emotion and personality. For MKNU, clothing should have presence, energy, and a clear point of view.

IF YOUR BRAND COULD COLLABORATE WITH ANYONE IN THE WORLD, WHO WOULD IT BE AND WHY?

If MKNU could collaborate with anyone in the world, it would be Rosalía. She has a strong visual identity and brings together music, performance, femininity, power, and experimentation. A collaboration with her would allow MKNU to explore bold silhouettes, movement, and attitude in a way that feels contemporary, expressive, and fearless.

WHEN VISITORS LEAVE YOUR BOOTH, WHAT'S THE ONE THING YOU HOPE THEY'LL REMEMBER ABOUT YOUR BRAND?

We want them to remember that MKNU offers a distinct perspective on modern luxury, minimalist, expertly crafted, and unapologetically authentic. Our goal is for people to leave feeling they've discovered a brand with a clear identity rather than one that follows trends.

TEARLESS STREET



ONE THING TO KNOW FIRST

Everything we make is in small runs with a strong identity—pieces designed to stand out, not blend in.

THREE WORDS

Beyond the mask.

TREND EXCITED / OVERRATED

Excited: transparent leather—it's technically hard and visually honest.
Overrated: quiet luxury. Safe clothes, nothing to say.

DREAM COLLABORATION

Rick Owens. He built a global brand without compromising a single dark idea—proof that uncompromising design can be commercial. We'd want to see what Tearless Street's hidden, intimate details look like inside his world.

WHAT PEOPLE SHOULD REMEMBER

That we make real clothes—wearable, sellable—but with weight behind them. The concept isn't decoration, it's built into the garment. That's what we want them to remember.