

ALIONA KONONOVA

presents

Inside The Cube

Spring/Summer 2022 Collection and Performance



Wednesday, November 3, 2021
Kornit Fashion Week LA

(Los Angeles, CA, October 15, 2021) –Los Angeles-based fashion designer Aliona Kononova will present *Inside The Cube*, a one-night-only performance and presentation of the designer’s Spring/Summer 2022 collection taking place on November 3, 2021 as part of the first Kornit Fashion Week LA.

Unfolding as a theatrical progression in two acts, with the cube as the central point of focus and a formal reminder of the physical and metaphysical geometry that guides Kononova’s design practice, *Inside The Cube* travels from a state of everything, where an accumulation of looks are celebrated and revered before being pared down to nothing—to the cube. A second act dives into the cube’s dark vaults of reflection and deconstruction to find renewal as the surface is cut to reveal a final, transformative, self-shaped look with new meaning—a less is more and a slow versus fast approach to fashion and the world.

Layers of organza and mesh in monochrome with delicate washes of color, pulled from the sky, appear to carry the imprint of life and movement past and present, capturing consciousness in motion as layers of physical, emotional and psychological experiences become enmeshed and intertwined in an ethereal dance of fabric and image. Conceived during a challenging period of isolation, unrest, and environmental reckoning, *Inside The Cube* is a symbolic act of self-realization, which urges reimagination and responsibility for our future.

Choreographed by **Nina McNeely**, *Inside The Cube* features bionic pop artist and futurist **Viktoria Modesta** and incorporates photography by **Eliot Lee Hazel**.

“The invitation to experiment with a sophisticated and sustainable printing technology—Kornit, came just at the right time as we all grapple with how to remain true to ourselves while preserving a shared future. I was pushed to consider the addition of a new representational dimension—the mark or the image—to the abstraction and rigor of shapes, fabric and color that are the cornerstones of my practice. Rather like a photographic process I was fascinated by the idea of combining, with movement and transparency, a sense of disorientation—of being present and absent, of having seen but not seen, with the possibility for transformation. I think it reflects where we are today.”

“I knew when I met Aliona that she had the curiosity and courage to adapt her designs to incorporate our printing techniques in an unusually conceptual and relevant way, said Motty Reif, Producer, Kornit Fashion Week LA.” My mission is to make fashion accessible and inclusive for everyone—for every age, size and ethnicity. Collaborating with designers of Aliona’s calibre, who share this vision, is extremely exciting. It reinforces our belief that together sustainability and design can inspire a better, collective future.”

Inside The Cube marks Kononova’s twentieth collection presented in Los Angeles, where she has lived for a decade. Selections from Aliona Kononova’s collections are now available at [Des Kohan](#), 914 N. Fairfax Avenue, West Hollywood, CA 90046.

Image: Photo by Eliot Lee Hazel, courtesy Aliona Kononova.

Aliona Kononova | Inside The Cube

Wednesday, November 3, 2021

6:00 p.m. Reception

7:00 p.m. Show

Kornit Fashion Week LA,
618 S. Spring St. Los Angeles, California 90014

About Aliona Kononova

A fashion favorite among the international art and cultural crowd, Los Angeles-based, Moldavian-born designer Aliona Kononova is known for her unwavering aesthetic combined with sweeping architectural lines and geometric forms.

After graduating from the Istituto Europeo di Design in Milan, Italy, Kononova completed an internship with renowned fashion designer Salvatore Ferragamo in Florence and went on to head the creative office at Denis Simachev in Milan. In 2009, she launched her own brand in Milan, where she lived and worked for twelve years. She participated in the 54th International Art exhibition of La Biennale di Venezia in 2011, representing Moldova for the *Transnistria Project*. In the same year, Kononova won the millinery talent competition led by Stephen Jones, Vogue UK and Talenthouse. Her winning *Dandelion Hat*, created using fibre rays, was published in Vogue, where she was recognized as “Millinery’s

New Star” and the piece was exhibited alongside the greatest hats of the last century in the exhibition *Hats: An Anthology* at New York's Bard Graduate Center Gallery.

She collaborated with award-winning choreographer and dancer Ryan Heffington and Russian rock musician Ilya Lagutenko at the 69th Festival de Cannes. Kononova's work has been featured in the international fashion and lifestyle media including *Vogue Italia*, *Vogue UK*, *Vogue France*, *Vogue Japan*, *Los Angeles Times* and *The New York Times*.

About Nina McNeely

Nina McNeely is an L.A.-based choreographer, director, visual artist and creative director. McNeely has collaborated with artists such as Björk, Rihanna, MØ, Banks, Skrillex, Eve, 30 Seconds to Mars, and Dillon Francis, among others. She recently worked on her first feature with Gaspar Noé and the incredible cast of “Climax”.

About Viktoria Modesta

Viktoria Modesta is a bionic pop artist and creative director. Her work bridges music, body art, sculptural tech-fashion and an otherworldly narrative. Viktoria changed the world's perspective on post-disability when she performed as the Snow Queen during the closing ceremony of Paralympics 2012, wearing a diamond-encrusted prosthetic. She followed up with the iconic, viral hit video “Prototype” for Channel4 which introduced her as the 'world's first bionic pop artist' and has been seen by hundreds of millions of people across the globe. Viktoria has established herself as a leader and connector in the post disability community - bridging art, culture, academia and medicine in hyper collaborative multimedia productions. She's been a Fellow at the MIT Media Lab, headlined a sold-out run of shows at the famous Crazy Horse cabaret in Paris, represented global brands like Rolls Royce and Snap, and toured the globe as both a performing artist and a keynote speaker.

About Eliot Lee Hazel

A fearless and truly unique artist, Eliot Lee Hazel's portraiture and stylized conceptual photography has achieved a worldwide cult following. Splitting his time between LA and London, Eliot approaches fashion, music and personal projects with a distinct and singular vision, often exploring themes of isolation

and detachment. He has shot for like-minded brands such as Roger Vivier, Mes Demoiselles, Vans, Ray-ban, Alain Mikli, Persol and has collaborated with a range of influential fellow artists including Thom Yorke, Beck, John Legend, Karen O, Ry X, Bat For Lashes, Interpol to name a few.

About Kornit Fashion Week LA

Celebrating the most innovative fashion technology on the market today, Kornit Fashion Week brings designers, producers, developers, and other visionaries together to explore a complete alternative model for creating apparel that is environmentally responsible and graphically uncompromising. Kornit Fashion Week presents the future of fashion, where designers can unlock their creativity, eliminate overproduction, and transcend supply chain challenges—through the power of digital printing and workflows. The program showcases diverse Kornit Digital partners and customers who are today streamlining the end-to-end production experience for localized, on-demand fulfillment, bringing concepts from creative inspiration to finished pieces in mere hours, rendering traditional, forecast-based production models obsolete.

COVID-19 Protocols

All guests and participants are required to show proof of vaccination or a negative PCR test within 72 hours of the event. Please note a PCR test is a 24-hour test which must be conducted by a licensed professional and lab and rapid tests will not be valid. Photo ID will be required.

Everyone is required to wear masks indoors at all times except models and performers may remove masks during their performance so long as they are vaccinated or have tested negative within 72 hours of the event.

For more information, show accreditation and media requests please contact:

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