

MARYTA&

FOR IMMEDIATE RELEASE

MARYTA& presents
The Weight of Politeness, a fashion play by Aliona Kononova

An ingenious theatrical fashion presentation featuring twelve protagonists explores familiar social expectations and the constraints of politeness

Participants and special guests from the worlds of fashion, design, art, architecture, music, film, and entertainment to attend



Wednesday, May 20, 2026

7:00 PM Arrivals | 7:45 PM Fashion Show

HENRYTIMI los angeles, 8745 West 3rd Street, Los Angeles, CA 90048

LOS ANGELES – **MARYTA&**, the new international cabinet of design established by design visionary **Mary Ta** announced today the presentation of *The Weight of Politeness*, an unconventional fashion play by Los Angeles-based fashion designer **Aliona Kononova**. The poignant, theatrical-style fashion show will take place within Ta's dedicated 8,000 square foot space where an installation of artworks by Italian artist artisan **HENRYTIMI** is now on view for the first time in the US.

"The Weight of Politeness is not a fashion show.
It is a social environment.
We are rarely fully present as ourselves.
Instead, we perform versions of ourselves.
These behaviors are not personal failures,
but learned responses to social expectations.
The garments are not decoration,
they are mechanisms of control.
They shape posture and give physical form to invisible effort.
When does politeness begin to weigh?", asks Kononova.

The fashion show and play aims to answer this through a performative presentation of twelve new looks narrated by actor **Rufus Sewell**. Twelve characters will move through the installation, at times occupying its design vignettes as they enact, and lampoon, familiar social situations, among them:

The One Who Listens

A sculptural garment with an oversized shoulder that functions as a discreet pillow.
The wearer rests their head while remaining trapped in polite conversation.
Emotional exhaustion presented as attentiveness.

The One Who Overfills

A form expands outward from the body.
Like a vessel that cannot contain itself.
Quietly excessive.
The body remains still,
but the garment occupies the air between people.
Discomfort becomes spatial.

The One Who Stays

A structured dress that settles at the hem, creating gentle resistance to movement.
The body remains elegant, but physically struggles to leave.
The social weight of staying when you want to go.

"I have admired Aliona's designs for many years. *The Weight of Politeness* piqued my interest for its brilliant insights into how we present ourselves and how design plays an integral part in our lives and in our culture. It's the perfect project to include as part of MARYTA&, a new collaborative platform and international cabinet of creativity that I have established to show and share the unity and connections that resonate through design today," said Ta.

MARYTA& is committed to the presentation of the highest quality of craftsmanship across multiple design disciplines and to creating opportunities for connectivity and community among creatives from around the world.

Joining Ta and Kononova, participants and special guests from the worlds of fashion, design, art, architecture, music, film and entertainment include artist **Isabelle Albuquerque**, dancer and choreographer **Jasmine Albuquerque**, artist **Lita Albuquerque**, artist **Gary Baseman**, actor **Megalyn Echikunwoke**, actor **Alicia Hannah-Kim**, curator **Brooke Hodge**, musician **Ilya Lagutenko**, performance artist **Viktoria Modesta**, art patron **Alison Palevsky**, Tory Burch SVP **Frances Pennington**, musicians **Mariqueen and Trent Reznor**, designer **Loree Rodkin**, Giorgio Armani Retail Director **Gabriella Romo**, actor **Sebastien Roché**, actor **Evan Ross**, musician **Gavin Rossdale** and **Xhoana Xheneti**; art patron **Miriam Rothbart**, actor **Rufus Sewell**, actor **Abigail Spencer**, art patron **Lauren Taschen**, photographer and artist **Tasya van Ree**, fashion luminary **Valerie von Sobel**, artist **Evis Xheneti** and musician **James Shaffer**.

SHOW CREDITS

The Weight of Politeness, a fashion play by Aliona Kononova

Presented by MARYTA&

Choreography; Jasmine Albuquerque

Voiceover; Rufus Sewell

Music; Polarroi

Performers; Olya Anikina, Camila Aranaa, Brooks Ginnan, Stephanie Kim, Maija Knapp, Masha Ko, Courtney Scarr, Kenzie Shaye, Tat Shmeleva, Yulia Shur, Millie Sykes, Evis Xheneti

Key Make Up Artist; Yana Kavalerchik

Make Up Artists; Josiah Cracraft, Vladislava Kozachysche, Anastasia Steblych

Hair; Zukhra Akhmet, Detuk Alina, Sophia Flores

Photography and Videography; Mark Escribano

Footwear; United Nude

Reclaimed Leather; Venti Settembre

Event Coordinator; Elena Kaya

ABOUT MARY TA

Mary Ta is a Los Angeles–based design visionary and entrepreneur whose influence has helped shape the landscape of modern design. After leaving a successful career as an international attorney, she founded the Los Angeles flagship of the legendary Italian furniture house Minotti in 2004 — the brand’s first monobrand showroom outside of Italy. Under her leadership, Minotti quickly established a defining presence in Los Angeles’ most prestigious residences.

In 2014, she founded MASS Beverly, an innovative and sophisticated interior architecture and design destination and full service resource in Los Angeles. It brings together Italian-designed products of the highest quality with a team of expert design specialists, who provide seamless sourcing, planning, and implementation for complete residential projects.

Through her dynamic vision and instinct for excellence, Ta has become a leading figure in the global luxury furniture and interiors industry. She has played a pivotal role in bringing emerging European design excellence to an American audience.

Her most recent venture MARYTA& — a new international cabinet of design and curated gallery and platform for exhibition and presentation, encourages collaboration, collecting, discovery, and education. Ta’s evolution to MARYTA& signals a moment of joining forces, celebrating and

sharing the work of multiple cultural and creative forces. The Los Angeles space reflects Ta's multi-layered aesthetic with design pieces, installations, and concepts that are modern, sophisticated and chic; organic, sculptural and monumental; minimal and pure, glamorous and playful. Its launch during Frieze Week Los Angeles 2026 was marked by two landmark presentations: the US premiere installation of HENRYTIMI and the first Los Angeles presentation of The HENGE Collectors Lounge designed by Ugo Cacciatori.

A steadfast supporter of women in business, she is also dedicated to philanthropy and the arts and remains a vital advocate for the Los Angeles arts and design community.

ABOUT ALIONA KONONOVA

Los Angeles-based, Moldovan designer Aliona Kononova's unwavering aesthetic combined with sweeping architectural lines and geometric forms has deemed her a fashion favorite among the international art and cultural crowd.

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. Kononova participated in the 54th International Art Exhibition of La Biennale di Venezia in 2011, representing Moldova for the *Transnistria Project*. In the same year, she won the millinery talent competition led by Stephen Jones, *Vogue* and Talenthouse. Kononova's 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 *Hats: An Anthology* at New York's Bard Graduate Center Gallery. Recent projects include performative collaboration with award winning choreographer and dancer Ryan Heffington and Russian art rock musician Ilya Lagutenko presented at the 69th Festival de Cannes. Kononova's work has been featured in the international fashion and lifestyle media including *Vogue Italia*, *British Vogue*, *Vogue France*, *Vogue Japan*, *Los Angeles Times* and *The New York Times*.

COMMUNICATIONS AND MEDIA RELATIONS

Lyn Winter, Inc.

Lyn Winter, lyn@lynwinter.com, 213 446 0788
Isabelle Alfonso, isabelle@lynwinter.com, 614 595 0347

Social Media Instagram: [@marytaprojects](#) [@alionakononova](#)