

**TEENS VERSUS PROFESSIONALS**

**Easygoing young Fashion Style**

If the attractiveness of international fashion brands dwindles new, fresh talent feel called to the scene. They meet truly the teenagers' approach to life better than the well known designers who are in age light-years away from young consumers and their fashion needs. Even senior guru Albert Eickhoff - located in Duesseldorf - signaled to take intensified care of new young labels.

Nevertheless, the question should be allowed: Are naive freshness and insouciance are currently more important than experience and maturity? In any case, teens are testing their creativity - often supported by father or mother.

**Ten year old creates for Hollywood's children**



There is the ten-year old Cecilia Cassini, daughter of a yoga teacher and a fashion photographer

from Los Angeles, according to her mother crazy about fashion since the baby age. As early as five years old, she designed a T-shirt and embroidered sweaters. With six years she started to work on the sewing machine



donated by Grandma. She loves to experiment with colors, patterns and fabrics and likes to use old clothes from grandma and mother's wardrobes in order to disassemble and to slash and then to reconfigure. Her style: multi-

colored. Although the school has priority, but it sits in the afternoon on a regular basis up to five hours at the sewing machine.



"Designing and sewing is an inner drive for Cecilia. She never was driven to or exerted any pressure," says dad Lionel. Meanwhile, the Hollywood stars are crazy about her dresses for their children. Fashion shows and TV appearances are now part of Cecilia's life.

After school, she wants to study fashion design. "I dream that my own collections are shown at New York Fashion Week and sold in shops all over the world and that a lot of girls wearing my designs, preferably also Sasha and Malia, the daughters of the First couple Obama."



Moreover, she would certainly want to have her own shop and gain wealth. Finally, she even shows her own designs as a model.



Anything else? Oh, and to gain fame like Karl Lagerfeld or Heidi Klum, that's what she wants as well. Papa will sort things out. Cecilia just sparkles with a sense of mission: "In contrast to Da Vinci and Coco Chanel I do not want to wait until I grow up, to create masterpieces.

**Kira Plastinina: Fashion Career with Daddies Millions**



Question to Radio Yerevan: Can a designer without any training and experience make a career as a top designer, at that young teen-age? Answer: In principle no,

but if her father is a millionaire and finance her label, along with marketing strategy and establishing her own shops, the whole shebang should work out! Kira Plastinina lives in Moscow and is such a darling of fortune, and her dad Sergei Plastinow is a Russian businessman who made his fortune with a dairy and beverage company. It is estimated at 500 million euros.



Even as a child Kira was creative and invented new silhouettes for the garments of her dolls. Later, when Daddy noticed interesting fashion sketches that were drawn by his now 14-year-old daughter

on the kitchen table, he – with the good nose of a discoverer – smelt the special talent of his pretty daughter.

He created the label "Kira Plastinina" and hired a complete team of designers for his little girl, who is very talented, but has yet to bring the High School to an end.



In the morning, the teenager attends the Anglo-American School in Moscow, in the afternoon Kira works with her people on new ideas for the collections.

As chief designer she approves sketches along the lines of "cool" or "uncool",



selects materials and defines her fashion line, supposedly until the early morning hours.

Kira seems to hit with their fresh, funny, youthful and fancy things the taste of her generation. Her style is a mixture of punk, pop, and pink-purple - all

for young girls aged twelve and under 30.

Sergei bears the costs of the designer's career of his daughter. For the show premiere at the Fashion Week in Moscow, he invited the deluxe brat Paris Hilton. The PR gag was skillfull, the press hype size accordingly. But it is said that the enthusiasm of the fashion icon set him back two million euros. "The investment has paid off," the father said afterwards. The task now is to conquer the international markets.



Sergei sends Kira with presentations to Rome, Milan and London. So she will be also known outside Russia. Meanwhile she owns approx. 100 "Style Studios" in Russia, Ukraine, Kazakhstan, the USA and the Philippines and even in China. The "Kira Plastinina shops" sell also their own perfume, shoes, candles, jewelry and lollis. In the meantime some American stores had to close down.



But Kira leaves to new activities. In September 2008 she made her debut at the Milan Fashion Week with her new high-end line called "LUBLU Kira Plastinina" and im-



pressed the Italians. Since its spring 2010 collection, even in the "Designers Corner is found" from Harrods, which she is particularly proud of. On June, 1 Kira was 18 years old and has completed all school examinations. Now she wants to continue full steam ahead her design career supported by her father.

**Crystal Rock – Creativity from the Genes**



Know-how, capital, and there are also genes of the father, which enabled a career for also 18-year-old Crystal Rock, daughter of the famous Ed Hardy designer Christian Audigier. Since she may be ever so talented, but

without Daddy's sophisticated marketing strategies the current success would not probably had appeared. Although the critics are full of praise for her designs - with her fashion she mirrors the



spirit of the youth and reflects Hollywood's charm"- but what eighteen considers even the idea of designing her collection not only sexy and stylish, but also to integrate a factor of environmental consciousness? All T-shirts are 100 percent natural fibers, chemical additives and pesticides have been completely omitted.

A further refinement: she bets on the customization trend. Each Crystal Rock design is limited to 1000 pieces and each shirt is numbered individually. This increases the desirability and attracts even more of the celebrities. So many stars such as Madonna, Heidi Klum and Katie Price wear enthusiastically the new Crystal Rock fashion. The marketing strategy is: First, the product go only to exclusive, exquisite luxury stores, later the business is done with the masses. Of course, Daddy is suspected behind the sophisticated branding campaign.



**Fashion from the Province: Young Designer aged 17**

"His fashion is crazy, everyone can afford it, but not everyone can wear them," a young female fan stated enthusiastically about a designer who is actually even none at all. But Lennart Wronkowitz, almost 17 years young and a grammar school pupil in Westphalian Soest, knows what girls and boys want in fashion. In an age when most of his classmates still have dreams, he has a clear idea of his career: fashion designer.

"When I finish school I want to study fashion design, preferably at St. Martins in London.



After that I will continue to expand my fashion label. My biggest dream is to have my own show on New York Fashion Week."

Lennart is ravished by fashion. Like others of his outfits. "Fashion fascinates me, because you can express your in-



dividuality and develop your own style." A year ago, with an exception for minors, he has created his own label and sells it on the Internet.



He looks more like a good boarder, trademark: stylish dressed hair, large black horn-rimmed glasses, tight jeans, a multicolored, self-designed T-shirt and clunky basketball shoes in retro-look. His self-

confidence is almost insulting. "I like to follow trends, if I just don't create one myself. Or: "I always try to keep the line between avant garde and wearable in my fashion. I think with my own handwriting, I'm on the right path to becoming a good designer. "



Lennart designs his clothing in the back of the doctor's office of his parents. His clothes are flashy, flamboyant, funky and trendy, or more simply, striking and experimentally. In particular, Espe-

cially T-shirts, sweatshirts and dresses, are sequined or printed, lacquer fabrics, cotton shirts, blouses with huge floral patterns, stretch fabrics with coating applications or set



lace are his passion. A source of inspiration is Lady Gaga, "because she combines fashion with art."

Is school reconcilable with fashion? "Even if I invest a lot of time for my label, I balance school and fashion pretty well. What do his parents think about his ambitions? "Because my mother

earlier had the same dream and could never realize it, she is happy for me all the more. She has also taught me the basics of sewing."

**Madonnas daughter Lourdes: Career Test with Fashion**

Even Madonna's 13-year-old daughter Lourdes now wants to be in fashion business and designed a collection for the American department store chain Macy's. " It is called after the song her mother in the Eighties "Material Girl" and it looks that way. So that young fans can afford her fashion, the prices are kept moderate.

It is said that the outfits reflect her own taste. But the proud mummy reveals: "She steals clothes from my closet and tinkers her own look. Exercise for future fashion career?"

There is still a very young "designer" in Germany. The 17-year-old grammar school pupil Michael Pixis from Würzburg produced out of



boredom T-shirts with randomly sprayed black, white or red splashes of color and the embroidered words "pixis. Then he had a brilliant idea: "If Madonna wears my clothes, the whole world will wear them." So he flew to London to deposit two of his

T-shirts with the accompanying letter in a box in front of Madonna's front door. Weeks later he saw photos with Lourdes in his T-shirt on the internet. Now Pixis is overwhelmed with orders. Although he wants to study architecture after high school, but he should use his special talent. Even the most beautiful creation needs the right promotional idea. Or the appropriate father.

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