

VERONIKA DOROSHEVA

WRITING PORTFOLIO

Veronika Dorosheva is a freelance writer and stylist who is passionate about both communication and the fashion industry. With her expertise in writing, excellent understanding of garment and accessory construction and strong knowledge of current trends, she can create well-written concise content for your business. She is skilled in writing product descriptions and copy as well as press material.

In the course of five years working as a freelance writer she has developed a great expertise in writing collection reviews and interviews, features and opinion articles, with the focus on fashion and art. The current portfolio includes examples of product descriptions, copy writing, interviews, collection reviews and feature and opinion articles.

PRODUCT DESCRIPTIONS



ACNE STUDIOS - BAKER AP TOTE BAG

Acne Studios is the brand best known for its witty yet functional and aesthetically appealing designs. This shopper is based on a paper grocery bag but is made of highly durable materials such as the mixture of Acrylic, Polyester and Cotton and PU. You can be sure it will keep its form and shape no matter the weight of your groceries...The bag has an interior flat pocket and a zippered pocket. And the fun print is a bonus.



BALENCIAGA - ROUND PUMPS

Demna Gvasalia at Balenciaga has a penchant for doing things differently. If he uses logo print, he does it extensively. If he designs simple round pumps then they come with unusually elongated shape. An ordinary piece of clothing is transformed into something special. The same goes for these pumps made of calfskin with glazed effect. They feature tone-on-tone block heel and come in neon green color.

COPYWRITING FOR BERLIN-BASED LABEL TILDA KNOPF

TILDA KNOPF
— BERLIN —

HOME DRESSES+ SWEATERS ACCESSORIES+ JOURNAL CONTACT LOOKBOOK



EMMY

LONG BELL DRESS WITH CUT-OUT DETAILS AND FRINGED HEM

€520,00 EUR

SIZE XS S M L

COLOR

QTY €520,00 EUR

ADD TO CART



DESCRIPTION / SHIPPING & RETURNS

TILDA'S NOTES FOR YOU

Leave your necklace in your jewelry draw, because with this beauty you do not need one. This solid black ankle-length dress has a round neckline and cut-out details to the front of the torso. It features all-over opaque black beadwork. The scalloped hems are additionally embellished with beaded fringes. The skirt features three rows of fringes starting from the drop waist down to the trimmed hem. The sophisticated black-on-black design accents the subdued elegance of this standout dress.

Composition: 100% nylon-chiffon, glass beads

No slip required

Color: Black (slight color variations may occur due to the dyeing process)

Size & Fit:

Model's height: 175 cm

Model wears: Size S

Fit: Loose fit

For more information about the 1920's fit please click [here](#).

Dress length: 120cm

Details:

Flared skirt

Embroidered by hand

Neckline: V-neck with medallion element

Elements: Deco-elements, fringe

Sheer: Semi-sheer

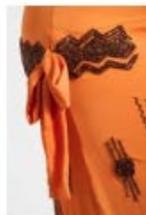
Hemline: Fringe

Product no. TK2207

Garment care:

Hand wash

For more information on garment care, please click [here](#).



ELSA LAURA

1002 NIGHTS' DRESS IN BURNED TANGERINE

€460,00 EUR

SIZE

XS

S

M

L

COLOR



QTY

1

€460,00 EUR

ADD TO CART



DESCRIPTION / SHIPPING & RETURNS

TILDA'S NOTES FOR YOU

You have an invitation to Poiret's 'The Thousand and Second Night' party and you do not know what to wear? Elsa Laura is your girl. The oriental embellished dress strikes with its intricate beading design. Beads, sequins and pearls are assembled into lines, chevrons and spirals, which run down the dress and cover the hem border and cap sleeves. The dark shine of the beading is a nice contrast to the burnt tangerine color of the dress. The dress is adjustable at both sides on the waist.

Composition: 100% nylon-chiffon, glass beads

No slip required

Color: Burnt tangerine

Size & Fit:

Model's height: 175 cm

Model wears: Size S

Fit: Loose fit

For more information about the 1920's fit please click [here](#).

Dress length: 110cm

Details:

Neckline: Deep V-neck

Details: Beaded cap sleeves

Embroidered by hand

Neckline: Round neck

Elements: Lines, chevrons, spirals

Sheer: Semi-sheer

Hemline: Scalloped hem

Product no. TK2203

Garment care:

Hand wash

For more information on garment care, please click [here](#).

INTERVIEWS PUBLISHED IN THE FORUMIST MAGAZINE

Place of Origin

Art, Feature, Uncategorized



| 7 March , 2019

Berlin doesn't have to be your birthplace to become the inspiration and sounding board for what you want to do. The Forumist meets four artists who have made the city their home to find out how it fuels their creative fire.

Read full article online in The Forumist Magazine: <http://theforumist.com/place-of-origin/>



Winning looks

Feature

    | 8 June, 2018

What does temptation mean in the realm of creativity? We put the question to the designers behind three of the 10 fashion labels selected to participate in this year's Hyères International Festival of Fashion and Photography

Considered one of the most prestigious competitions for young fashion designers and photographers, the festival – now in its 33rd edition – was held at the end of April in its usual surroundings of the striking modernist Villa Noailles, in Hyères, the south of France. Deciding on the fashion category's final choice was a jury made up of luminaries including actress Tilda Swinton, jewellery designer Delfina Delettrez and editor Jefferson Hack, and presided over by the celebrated designer Haider Ackermann.

When it came to discussing what temptation means to them in terms of their creative process, the fashion finalists we spoke to unsurprisingly gave answers that were as diverse and unique as their collections as well as their identities as designers.

Read full article online in The Forumist Magazine: <http://theforumist.com/winning-looks/>



FEATURE PUBLISHED ONLINE IN THE FORUMIST MAGAZINE

The Presence of Margiela

Fashion, Feature, Stories

    | 13 July, 2017

Martin Margiela – the fashion industry’s biggest obsession. The presence of Margiela keeps haunting the industry. An outsider, an enfant terrible of the sales, hype and logo-driven industry, he has chosen to stay reserved and anonymous throughout his career. The sheer number of reports, articles, pop up stores and exhibitions reveals the ongoing, and perhaps constantly growing obsession with this mysterious Belgian fashion designer

Read full article online in The Forumist Magazine: <http://theforumist.com/presence-of-margiela/>



COLLECTION REVIEW PUBLISHED IN DASH MAGAZINE PRINTED ISSUE

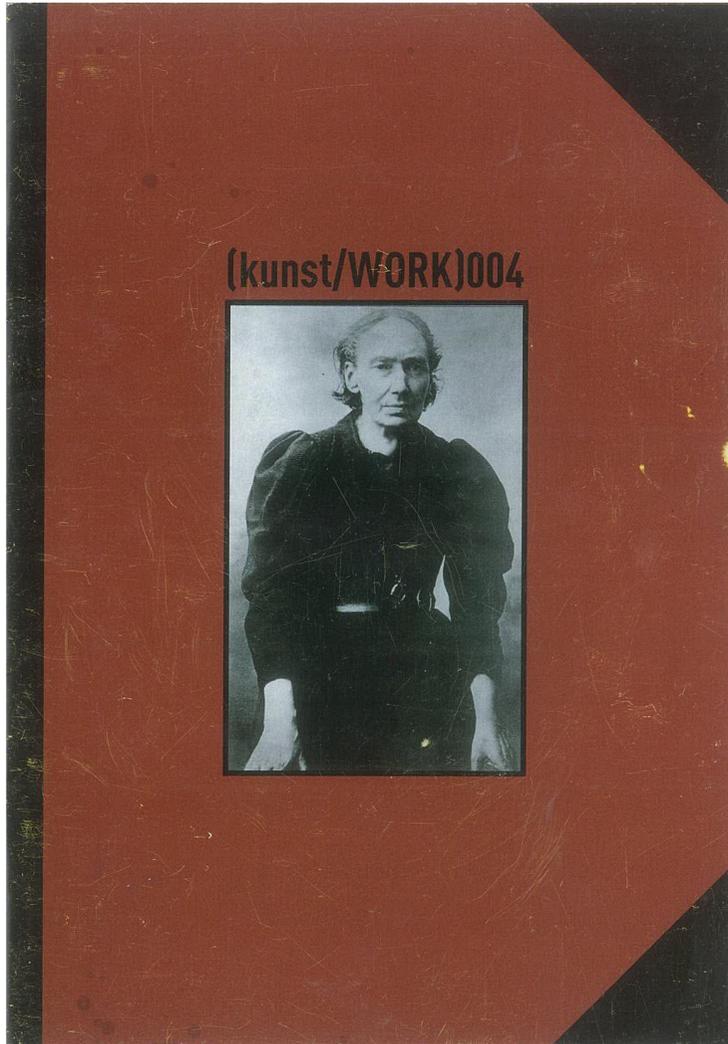


SISTER BY SIBLING

Glam 'n' Torn
by Veronika Dorosheva

For Autumn / Winter 2014 Sister by Sibling implemented a great deal of crocheting work into knitted skirts and dresses. The opening and closing looks particularly had a daring, almost punkish feel to them, echoing Rei Kawakubo's deconstructed designs and Barbara Í Gongini's signature dark, torn 'n' ripped knitwear. Sid Bryan, Joe Bates and Cozette McCreery, the designers behind Sister by Sibling, also experimented with a variety of stitches, whether loose and tight or ribbed and unfinished. Their humourous mood manifested across a range of designs, such as knee socks with open feet and deliberately unfinished edges that looked as if someone just dropped the knitting work halfway through. The accessorising wide-brimmed hats, crochet shawls and collars played with the image of a boho girl that eventually descended into the goth-slash-punk scene, transforming into a hippie-esque glam rock type. The colour palette featured red, blue, pink, mint green and orange next to the ever-present black and white. With floral prints and appliques popping up here and there, the collection gave off a grungey vibe with nods to boho chic.

OPINION ARTICLE PUBLISHED IN THE ART MAGAZINE KUNST/WORK



VERONIKA'S CULT COUTURE: THE BLACK PANTHERS

BY VANILLACHINA



Black leather jackets, black pants, big afros, shades and a rifle in one hand. This is how they entered history. These young African Americans, men and women, soon became a shooting star of the media coverage in the United States (their faces adorning the covers of high profile magazines like Rolling Stone, Jet, LIFE and Newsweek) and a nightmare for the white supremacist government and its intelligence and security services. They called themselves The Black Panthers, members of the BPP (The Black Panther Party of Self-Defense, later shortened to Black Panther Party).

Photographers were drawn to The Panthers as much as the people on the street, who saw them parading around, patrolling the streets and watching police pursuing their duties — from a distance, but with a loaded gun — ready to intervene and restore justice if needed. The Black Panthers stood out from the crowd: they didn't just look cool, they were cool. They had a vision. They had a voice — a voice of protest. And they were revolutionary — with impeccable style and a strong message.



The Black Panther's movement began in the late 60's in Oakland, California, as a reaction to the poverty and to the police brutality that people in the black community had to deal with on a daily basis. During the Second Great Migration (1940 – 1970) millions of black people moved from the mostly rural areas of the South States to the cities of the North, in search of better lives. What they found in their new homes was far from "the good life": racism, poverty, and violence were still present in everyday life. Police brutality was a particular concern of America's racial minorities: despite the constitutional right to equality for all citizens, black people were treated as second-class citizens: they could be randomly checked on the street by police officers, beaten up or even put in jail without having committed any crime. And so, The Black Panther Party for Self-Defense arose as the black community's answer to America's racist legislation and law-enforcement. The BPP was founded by two young political activists Huey P. Newton and Bobby Seal. Eldridge Cleaver, an American writer and a political activist, also joined the party and became the third official leader, serving as its official spokesman and Minister of Information. Huey was the visionary of the party, Bobby had charisma and Eldridge was the person who made the party credible to black and white intellectuals on the political left.



The Black Panthers. Archival image

The members of The Black Panther Party patrolled the streets dressed in black leather jackets, black trousers, black berets, black shades, contrasting turtlenecks in saturated colors or crisp white shirts, and natural hair. The Black Panthers carried guns, invoking the right of self-defense as individuals and as a community. They avoided violating the law, because in the US at the time bearing arms on public property and observing police performing their duties from a distance were

both absolutely legal. The members of the Black Panther Party were basically ‘watching the watchers’ [c.f. *Quis custodiet ipsos custodiet?*] and the watchers didn’t like it at all. News about BPP and their strategy of defending the the black community against police brutality and other injustices soon spread across the country, driving up membership well beyond Oakland. In addition to publishing a ‘10-point program’ of political demands and patrolling their streets, the BPP initiated a number of social programs such as Free Breakfast for children, Free Health Clinics and the People’s Free Food program, impacting the lives of American blacks in numerous ways.



Huey P. Newton and Bobby Seale

Many members of BPP were women. Together with their male brothers they tried to change gender roles so that men were cooking breakfast for children and women were carrying guns. Although the prevalent public image of BPP was one of young brothers in leather jackets, shades and guns, in reality more than 50% of the members of BPP were women—including many women party leaders such as Kathleen Cleaver, Elaine Brown and Ericka Huggins.

Even though the focus of BPP activity was to defend and to help people in the black community, they didn’t want to isolate themselves, on the contrary they tried to ally with many other groups and organizations such as the young impoverished whites and the American indigenous groups in order to start a revolution and to initiate a political and social change of the American society. Together they wanted to shake the whole capitalist system that was established by the government in order to enslave, to oppress and to take the power from the people. The BPP members believed that every community had the right to live by their own rules. They would often proclaim in meetings and demonstrations: “*White power to white people, yellow power to yellow people, brown power to brown people, black power to black people - all power to the people*”.

BPP members believed that the capitalism created a working class that was destitute, and this was absolutely wrong. This system was there to impoverish people, to prevent people from gatherings, from discussions and exchanges, from any kind of activity that would jeopardize the established capital driven system. The Black Panther Party was extremely dangerous for the government, because it had the potential to break this system.

Black leather jacket, black pants and dresses, black shades and big afros — the BPP had style and rhythm. They were beautiful, they were smart and they were revolutionary. They suffered and died defending themselves, fighting for freedom and peace, for the better world for their community and for people in general, for people like you and me, for all of us. They didn’t manage to destroy the system, but they could show that everybody can be revolutionary that everybody can and should fight for their rights against systems of oppression.

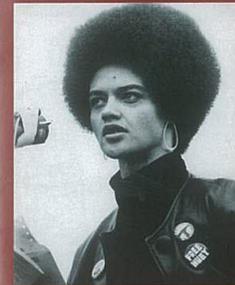


Eldridge Cleaver

Now is the time to honor our brothers and sisters from BPP, the vanguard of the revolution — with our future in our hands and change on our minds. So brothers and sisters, wear your leather jackets and shades, forget about your Nikes and your Adidas, your Levi’s jeans and Fjallraven backpacks, your smart phones and apple MacBooks, your vegan diets and club drugs. Come together, unite, educate, and think. Know your rights, stop consuming for consumption’s sake, and be kind to people of all nations, ethnic groups, genders and religions. Fight the system. Strive for freedom. Do it with style. ■



Women in the BPP



Kathleen Cleaver



The Black Panthers. Archival image

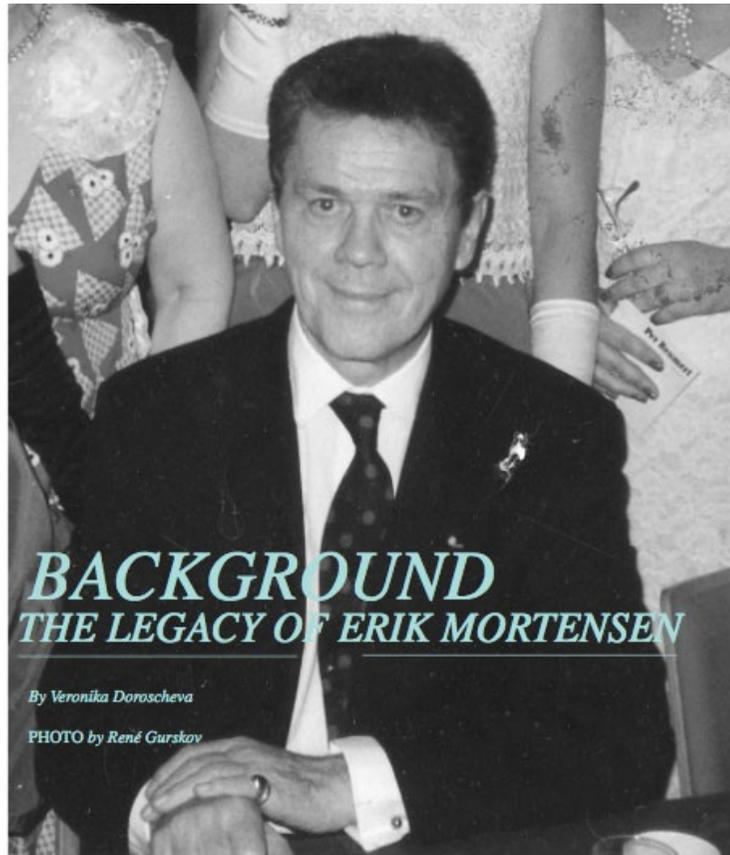


The Black Panthers. Screenshot from Vanguard of the Revolution (Stanley Nelson, 2015)

Sources:

- https://en.wikipedia.org/wiki/Black_Panther_Party
- The Black Panthers. Vanguard of the Revolution. Film. Written, produced and directed by Stanley Nelson. 2015. Source: <http://www.pbs.org/independentlens/films/the-black-panthers-vanguard-of-the-revolution/>
- All Power To The People! - The Black Panther Party & Beyond. A documentary film by Lee Lew Lee (1996). Source: <https://www.youtube.com/watch?v=m0LuTH2W5o>

FEATURE ARTICLE PUBLISHED IN LESS MAGAZINE PRINTED ISSUE



French Haute Couture is the one of its kind: the epitome of exclusivity and luxury, an institution that sets high standards in creation and production of the garment, and a celebration of craftsmanship and savoir-faire. Haute Couture encourages the designer to stretch the limits of creation, exploring the limits of wearability and function of the garment. It nourishes creativity, and sets free dreams and fantasies, by not being focused on costs and expenses, sales quotas and marketing strategies.

Read full article online in Less Magazine:

https://issuu.com/lessmagazine/docs/lessmagazine_-_1 (p. 85 - 87)

REFERENCES UPON REQUEST