

Manifesto

By Veronika Dorosheva

Fashion can make people think. Culture is not boring.

Who I am

I am a fashion stylist, editor and storyteller whose modus operandi is deeply rooted in the idea of making culture attractive to people. Through my work I strive for goodness, beauty and empowerment.

To me, fashion holds a deeper purpose than its aesthetics; it has the ability to express intellectual, political, ecological and socio-economic ideas in a visually compelling and accessible way. Fashion can make people think.

The following quote by Miuccia Prada does highly resonates with me and the way I think:

“If you do not have an idea in your life, how can you live? My whole thing, through the Fondazione and Prada, is to make culture attractive. That is, deep down, my goal. If it is not attractive, no one listens. If it is too serious, no one cares and they think it’s boring. It is to make people understand that culture is necessary in your life. It’s not a flower in your jacket, it’s necessary.”

(From the interview published in “Another Man” Summer/Autumn 2020 issue.)

What do I stand for

I believe sustainability is a topic that everyone should be invested in. Each person has the ability to contribute to making our world more sustainable, no matter how large or small their contribution may be. I believe we can start with the core of our being, treating each other in the industry with respect and kindness. We do not have to compete against one another, instead we have the power to create fulfilling futures if we join forces and align our visions. I hope to do this through building a local collective and an international network of collectives.

I stand for integrity. To be true to yourself and others helps us perform our highest acts of creativity. I believe that vulnerability is a strength. I believe that commitment is one of the greatest virtues. I believe that in order to understand people it’s important to take great care in what they have to say.

Where am I headed

My audience is young and middle aged people (Millennials and Gen Z) who enjoy fashion and like to be stylish without being fashion victims. They are genuinely interested in culture and society. They want the world to be a better place. Topics such as sustainability, climate change and technological progress are important to them. They want to exist in a society where everyone has equal chances to progress and where there is no room for racism and oppression.

What I would like to achieve through my work

Through the visual language of fashion, I want to make people aware of what drives our society, what are the current challenges, and how they can help to navigate important changes.

I strive to make the fashion industry a better place for everyone involved, from creatives to consumers. I believe the fashion industry holds the power to contribute

significantly to helping the whole world live: more free, more diverse, more creative, more aware, more together.

I believe fashion can be a vehicle to lead to important social changes; it is an expansive communication tool that reaches millions on a daily basis.

I believe in building, fostering and protecting communities within the industry. As a member of the global community of stylists, I believe that stylists should gain equal recognition for their great work, more visibility and better protection in times of financial distress such as with the global pandemic.

Independent fashion workers have to unite forces

Let's believe in our rights and our abilities to establish a Union to specifically reflect workplace equality for independent fashion workers in the workforce. Let's protect and promote our best interests together. A Union that will enable fashion workers to self-organize and allow us to share our experiences within a safe network. A Union which creates a support system and builds a collective legal barrier to hold clients accountable for late payments and work related mistreatments.

My work ethic

I believe in synergy, in joining and rejoining forces for the common good and the greater cause. Synergy means teamwork. Synergy means lead others if you can or allow others to lead if you can not. If you feel you gained back your strength, regroup and lead again. Allow others to succeed and be better than you. Compete not against each other but with each other. This is the true meaning of teamwork. It is win-win.

Who are my clients

I aim to reach a wide range of clients from e-commerce companies, consumer brands, luxury and independent fashion brands to individual creatives like artists and musicians. I also aim to reach fashion, art and cultural magazines and publications.