

# Manifesto

By Veronika Dorosheva

**Fashion can make people think. Culture is not boring.**

## Who I am

I am a fashion stylist, art director, and storyteller whose modus operandi is deeply rooted in the idea of making culture accessible and engaging. Through my work I strive for goodness, beauty and empowerment.

To me, fashion serves a greater purpose beyond aesthetics — it is a powerful medium for expressing intellectual, political, ecological, and socio-economic ideas in a visually compelling way. Fashion can make people think, and I strive to channel these ideas through my work.

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.)

## Practice

In my practice I redefine familiar cultural references — objects, archetypes, dress codes — through unexpected styling choices. With a background in literature and journalism, I treat fashion as a language: using clothing to build identity, emotion, and visual meaning. I work with artists, brands and creative talent on identity development and wardrobe direction.

## What I stand for

I believe values define both the quality of our work and the way we relate to one another. When values align, collaboration becomes more meaningful and impactful.

I believe in individual responsibility toward a more sustainable industry - no matter the scale of one's contribution. I believe in respect, kindness, and the possibility of building more supportive structures within fashion and creative industries. Please follow my initiative @ef.free.

I stand for integrity and authenticity. I believe that vulnerability is a strength, and that commitment is essential to creative practice. And I believe that listening is fundamental to understanding people and creating meaningful work.

## Mission

I help artists and brands shape their public identity through intentional styling and wardrobe curation rooted in contemporary fashion culture. I support artists in making conscious wardrobe choices and in collaborating with brands that align with their values and artistic voice.

My work focuses on positioning artists within visual culture - those who shape meaning through creativity and social contribution.

With sustainability at the core, I actively work with archival, vintage, past collections, and my own fashion archive to reduce overconsumption while creating timeless, high-impact visuals.

## Vision

I envision a fashion landscape where storytelling, sustainability, and individuality define cultural influence.