

FASHION

IRA LANGEVIN: From Paris to Monaco — The Birth of Venus and the Space of Aesthetes

BY TIMES MONACO STAFF
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Paris has long been celebrated as the global capital of fashion. It is where collections are born that become cultural statements. And it is here that IRA LANGEVIN, the House of Art and Fashion, unveiled its new haute couture collection “Venus” — a show that moved the audience to goosebumps.

“But this year was different. This show became not only a celebration of femininity — it marked the beginning of my dialogue between Paris and Monaco. I chose Monaco for a reason. It’s a place where elegance is not a trend, but an atmosphere. Where a woman remains a woman — regardless of the era. It’s not just geography — it’s a stage,” — says Ira Langevin, the founder of the brand.



The Venus collection became more than just a fashion show — it was a philosophical manifesto: hand embroidery with crystal beads, ethereal silks, architectural silhouettes, and dramatic minimalism turned each gown into an allegory of the awakening of the feminine essence.

A special moment of the show was the appearance of Madlen Peneva, a renowned media personality from Monaco, who opened the runway. Her presence was a symbolic gesture — a bridge between the refined heritage of Monaco and the high aesthetics of Paris.



“Madlen is not just a woman with a name. She is the reflection of the very Venus I speak of — a woman who lives beyond trends, and always within art,” — shares Ira.

“So, what can I say I love fashion since a child. My mother was a designer and I grew up watch her creating beautiful clothes for women to feel and look special. She was also making dresses for me that made me different and unique. I was 6 years when I did my first fashion show for my mom brand called Madlen. I remember wearing a silk yellow blouse and feeling so gorgeous at the catwalk! Opening Ira Langevin fashion show at Parish Fashion Week was an unforgettable moment! Wearing her dress a real piece of art makes me feel like a queen! Ira Langevin dresses give me such a confidence and glamour so perfect for my Monaco lifestyle for red carpet and any special occasion when I want to shine.” – in an exclusive interview with the magazine, Madeleine shares.



Today, IRA LANGEVIN is more than just a fashion house. It is a cultural space for true connoisseurs of art. It is diplomacy expressed in fabric. It is a stage where a woman doesn't play a role — she reveals her nature. And more and more, this journey leads to Monaco — a place where fashion becomes something far more meaningful.

“I merge different forms of art and translate them through fashion — my language, my passion, my space. Welcome to the universe of IRA LANGEVIN.”









