

GRAZIA

IRA LANGEVIN: ZNAMKA, PRI KATERI TRAJNOST PRESEGA TRENDI

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GRAZIA predstavlja modno hišo, ki je več kot le to – je tempelj prirojene lepote in večne ženstvenosti. Vsaka kreacija uteleša umetniško vizijo, ki se je rodila iz hrepenenja po popolnosti in razumevanja vsakega detajla in pripoveduje svojo zgodbo na najbolj glamuroznih rdečih preprogah. Obleke Ire Langevin so izraz visoke mode, pomešane z individualnostjo. Pri kreiranju pa uporabljajo najčistejše in najbolj pristne materiale. V nadaljevanju objavljamo intervju z Iro Langevin in novo digitalno naslovnico GRAZIE.



Obleka: Namelazz, nakit: Antonio Robles

Kako blagovna znamka Ira Langevin združuje načela trajnostne mode s konceptom razkošja? Ali verjamete, da je visoka moda lahko ekološka, ne da bi pri tem žrtvovala estetiko?

Pravi luksuz ni nikoli potraten. Pri znamki Ira Langevin trajnost presega zgolj trende – predstavlja našo temeljno filozofijo. Izdelujemo kolekcije z omejenimi izdajami z uporabo večnih, vrhunskih materialov, pridobljenih po vsem svetu, in spoštujemo življenjski cikel vsakega kosa. Zavestna visoka moda po svoji naravi sprejema okoljsko odgovornost: zavrača naglico, odpravlja odvečne kopije in obstaja onkraj sezonskih omejitev. Lepota s tem pridobi globino, namesto da bi izgubila dimenzijo.

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IRA
LANGEVIN

PRAVI LUKSUZ NI NIKOLI POTRATEN

Obleka The Ame Atelier, nakit: Antonio Robles

Čigave zgodbe ali ikonični slogi vas navdihujejo pri ustvarjanju novih kolekcij?

Kar me privlači, ni toliko podoba nekoga, temveč tišina, mirnost, ki pusti sled ... Vsaka zgodba, vsaka oseba je že sama po sebi neponovljiva. Po študiju na Akademiji za dramsko pisanje sem se naučila videti nekaj edinstvenega v vsakem in vsem – njihovo življenjsko zgodbo, njihovo pot, kar se mi zdi sveto. Trenutno mi vi pripovedujete svoj življenjsko zgodbo in jaz jo bom poslušala z veliko pozornostjo. Postala bo navdih za ustvarjanje nečesa posebnega, resnično vašega. Zato lahko z zaupanjem rečem, da me vsi navdihujete vsi.

“

Najpomembneje je, da se naučite videti in prepoznati, kdo je pred vami. To je bistvo visoke mode, navdih iz izvirnosti.



Obleka: Namelazz, nakit: Antonio Robles



Srajca: The Ame Atelier, nakit: S.A.L.

Vaša blagovna znamka živi v ravnovesju med visoko modo in osebno individualnostjo, edinstvenostjo. Kako vam uspe ohraniti to občutljivo ravnovesje?

Haute Couture (visoka moda) je jezik. Toda individualnost je glas. Na svetu živi osem milijard ljudi, torej osem milijard edinstvenih zgodb, ki jih je mogoče povedati skozi jezik visoke mode. Pri znamki Ira Langevin vsak kos postane dialog med obliko in svobodo, med edinstvenostjo in slogom. Konstruiramo silhuete, vendar z njimi ne omejujemo osebnosti, preučujemo naravo in edinstvenost vsake dame ter šele na podlagi tega zgradimo njeno obleko. Najpomembneje je, da se naučite videti in prepoznati, kdo je pred vami. To je bistvo visoke mode, navdih iz izvirnosti.

Imate v osebnem življenju kakšne taktilne dejavnosti, kot so ročno vezenje, slikanje ali druge umetniške strasti?

Nedvومno. Z umetnostjo sem povezana že od rojstva. Pišem, rišem, skiciram, vezem in šivam že od otroštva, čeprav danes šivam dosti manj. Že nekaj časa se resno ukvarjam tudi s kiparstvom. Privlači me vse, povezano z ustvarjanjem. Preprosto ne vem, kako najti tistih manjkajočih 108 ur v dnevu, saj poleg dela pri blagovni znamki delam tudi pri gledališču in filmu, da ne omenjam nešteto drugih dejavnosti.

Vaša blagovna znamka pooseblja prefinjenost in individualnost. Kakšen pa je vaš slog, s katerim se predstavljate v vsakdanjem življenju?

Zelo pomembno je slediti priložnosti, in vsako okolje zahteva določen slog oblačenja. In to ne zanika prav te prefinjenosti in individualnosti – preprosto ju izraža v drugačnem jeziku, metaforično. Zame je zelo pomembno, da ohranim svoj stil v vsem, tudi ko nosim trenirko, prevelik pullover ali pižamo – tudi ta oblačila bodo izražala mojo individualnost. In seveda si prizadevam biti brežhibna v tem, da sem to, kar sem, s svojo naravo in s svojim stilom.

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Komu so namenjene obleke Ira Langevin in kako bi opisali svojo idealno stranko?

Je ženska, ki ne potrebuje potrditve. Obleke ne nosi zato, da bi se preobrazila, temveč da bi razkrila, kdo je. In nedvومno je očarljiva, ne zaradi svoje obleke, temveč zaradi tega, kako zavzame prostor: ostaja tiha, a njena prisotnost odmeva. Je brezskrbno prefinjena.

Če bi morali blagovno znamko Ira Langevin opisati v enem stavku, kaj bi to bilo?

Obleka kot mehka moč za žensko, ki je že polna zavedanja.



Srajca: The Ame Atelier, nakit: S.A.L.

How does the Ira Langevin brand combine the principles of sustainable fashion with the concept of luxury? Do you believe high fashion can be ecological without sacrificing aesthetics?

True luxury is never wasteful. At IRA LANGEVIN, sustainability transcends mere trends—it represents our fundamental philosophy. We craft limited-edition collections utilizing eternal, premium materials sourced globally, honoring the lifecycle of every piece. Conscious couture, by its very nature, embraces environmental responsibility: it rejects haste, eliminates redundant duplicates, and exists beyond seasonal constraints. Beauty gains depth instead of losing dimension.

Whose stories or iconic styles inspire you when creating new collections?

What draws me in isn't someone's image so much as the silence, the stillness, if you will, that leaves a trace afterward ... Each story, each person, is already inimitable. After studying at Dramatic Writing Academy, I learned to see something sacredly unique in everyone and everything—their life story, their journey. Right now, you're telling me your life story, and I'll listen to it with great attention. It will become inspiration for creating something special, genuinely yours. That's why I can say that I'm inspired by all of you with confidence.

Your brand balances between high fashion and personal uniqueness. How do you manage to maintain this delicate balance?

Haute couture is the language. But individuality is the voice. Look, there are 8 billion of us humans, so that's 8 billion unique stories that can be told through the language of high fashion. At IRA LANGEVIN, each piece becomes a dialogue between form and freedom, between uniqueness and style. We construct silhouettes, but don't constrain personality, studying the nature and uniqueness of each lady and only based on this build her outfit. The most important thing is to learn to see and recognize who is before you. This essentially what haute couture is, inspiration from originality.



Obleka The Ame Atelier, nakit: Antonio Robles

Do you have tactile passions in your personal life, such as hand embroidery, painting, or other crafts?

Unequivocally. I've been engaged to art since birth, if you will. I've been writing, drawing, sketching, embroiding, and sewing ever since I was a kid, though I sew much less frequently these days. I've also been really into sculpturing for quite some time. Everything creative draws me in and captivates me. I just don't know how to find those missing 108 hours in the day, because besides working on the brand, I do theater and film, not to mention countless other pursuits.

Your brand embodies refinement and individuality. How do you present yourself in everyday life?

Let me put it this way: it's very important to always be appropriate, and each setting calls for a specific style of dress. And this doesn't negate that very refinement and individuality – it simply expresses them in a different language, metaphorically speaking. For me, it's very important to maintain my style in everything, even when I'm wearing a tracksuit, an oversized sweater, or pajamas – even this clothing will express my individuality. And of course, I strive to be impeccable in being myself, without changing who I am, my nature, and therefore my style.



Obleka: Ira Langevin, čevlji: Jimmy Choo

What is your stance on mass market and fast fashion? Do you think haute couture can be democratic?

Fast fashion provides access, but often takes too much in return: from the planet, from authentic craftsmanship, from meaning. I believe in genuine craftsmanship, in fewer pieces but greater value. Haute couture cannot be democratic by definition – it requires colossal manual labor, with sometimes hundreds of hours invested in a single outfit – but the spirit of haute couture can inspire a different approach to clothing. Perhaps this is where true style democratization lies.

Ira Langevin's dresses, who are they for and how would you describe your ideal customer?

She is a woman who requires no validation. She wears a dress not to transform herself, but to reveal who she already is. And undoubtedly, she is captivating not because of her attire, but because of how she occupies the space: she remains silent, yet her presence resonates. She is effortlessly refined.



Obleka: Ira Langevin, nakit: Antonio Robles

If you had to describe the Ira Langevin brand in one sentence, what would it be?

An outfit as soft power for a woman who already knows.

Model: Ira Langevin @iron.swan

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Stiliranje: Ekaterina Dmitrieva @from_cali_with_love

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