

EDITORIAL FASHION  
LOOKBOOK

FASHION  
WEEKEND  
SKOPJE



Macedonian  
Fashion  
Association  
Concept Fashion Cluster

BH FASHION  
WEEK  
SARAJEVO



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# COLLECTIONS

## About

In October and November 2024, the cities of Skopje and Sarajevo transformed into vibrant hubs for cross-cultural exchange, where designers from Bosnia and Herzegovina and North Macedonia came together to participate in the groundbreaking “Ties That Bind: BiH & MK Dimensions of Fashion” project. This initiative, spearheaded by the Macedonian Fashion Association in collaboration with BH Fashion Week Sarajevo, sought to bridge cultural divides and tackle pressing socio-cultural challenges through the powerful medium of fashion.

As part of the UNESCO-supported “Culture and Creativity for the Western Balkans” (CC4WBs) program, funded by the European Union, the project focused on fostering dialogue and collaboration across borders by leveraging the potential of the cultural and creative sectors to drive socio-economic progress.

The residency culminated in a dynamic co-creation workshop where designers infused their distinctive brand identities with socio-cultural research, producing innovative designs that encapsulate the project’s vision of unity, resilience, and shared cultural values.

This Lookbook celebrates the creative journey and achievements of six talented designers from North Macedonia and Bosnia and Herzegovina. It showcases the unique designs inspired by the project’s objectives, reflecting the rich heritage, collaborative spirit, and transformative power of fashion in addressing critical social issues.

# No Nation Fashion

No Nation Fashion developed a look featuring handcrafted dolls to symbolize resilience and the journeys of migrants in Bosnia and Herzegovina. Designed as an extension of No Nation Fashion's commitment to inclusivity, this piece was co-created by migrant artisans, emphasizing the transformative role of fashion in social advocacy.



**PRO-  
DUCT 1**

NO  
ON

# PRO- DUCT 2



## Mothershands

Mothershands showcased a look symbolizing the strength of community through the metaphor of interwoven threads. This piece, an interpretation of the project's ethos, celebrates the resilience found in human connections and the durability of shared bonds

## Lucija Colak

Lucija Čolak's look reimagined cultural fusion, blending delicate mesh and flowing ribbons to capture a sense of unity and strength in diversity. This exclusive look reflected Čolak's brand ethos while paying homage to shared cultural roots between North Macedonia and Bosnia and Herzegovina.



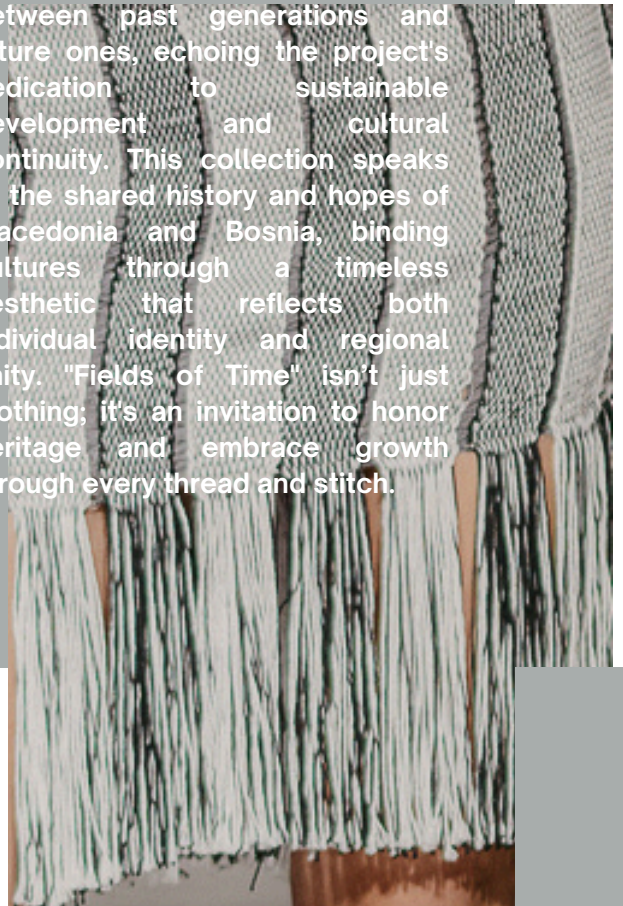
PRO-  
DUCT 3



# PRO- DUCT 4

## ESNAF

Esnaf's look imagined the woven dress, adorned with delicate grains of wheat, reflects both the nurturing and harvest stages, embodying the resilience and strength of tradition. It serves as a reminder of the connection between past generations and future ones, echoing the project's dedication to sustainable development and cultural continuity. This collection speaks to the shared history and hopes of Macedonia and Bosnia, binding cultures through a timeless aesthetic that reflects both individual identity and regional unity. "Fields of Time" isn't just clothing; it's an invitation to honor heritage and embrace growth through every thread and stitch.



# PRO- DUCT 5



## GEORGIYA

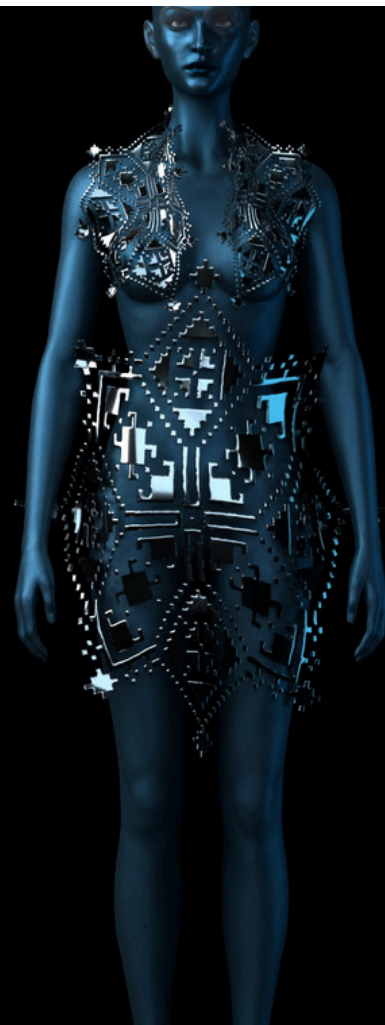
Gjorgji developed this creation inspired by the similarities of our countries, our slavic roots, history, fairytales. The corset which is a piece that tightens the body, almost suffocating it, represents the cruelty of history that endured upon our countries, the draped skirt and fluidity of the scarf represent how, even in the face of struggles, our people managed to stay free and nurture their countries' legacies, the small ribbon on the corset is the tie that binds our similarities.



# PRO- DUCT 6

## Emilija Slavkova

Emilija showcased a digital presentation where the model is inspired by the riches of Macedonian and Bosnian embroidery, which are composed of many details, mostly geometric shapes, which are combined in one compact form of a 3D object with a chrome effect, which reflects the environment, but at the same time the wealth of details. about the traditional embroidery of these two cultures.





# PRO- DUCT 7



## Collaborative Creation: A Testament to Unity

This unique pink outfit embodies the essence of the “Ties That Bind” project, symbolizing unity, collaboration, and the transformative power of fashion. Created by six designers and mentors from North Macedonia and Bosnia and Herzegovina, alongside Hanan, a migrant from Syria, the outfit was designed for the humanitarian fashion exhibition “Catwalk for Cure” in Sarajevo. The event aimed to raise funds for Aida, a young girl courageously battling breast cancer.

Worn by Aya, a migrant from Morocco, the outfit took center stage at the exhibition, standing as a powerful testament to shared creativity and cultural exchange. Its vibrant pink design not only honored the cause but also reflected the collaborative spirit of the project, seamlessly weaving together elements from diverse cultural traditions into a harmonious and impactful creation.



