



Fashion designers to inspire us with everything from retro prints to exotic Bohemia

November has proven rich in fashion events. In addition to traditional Belarus Fashion Week, there has been the Minsk Fashion Forum — a seminar organised by the Belarusian Fashion Centre. So... what are the latest trends for next spring and summer from our young Belarusian designers?

By Anna Alexandrova

The vintage mood, harking back to the 1920s-50s, is to continue, with matching light coat and dress sets perhaps a new con-

cept for many. The Chief Artistic Head of the Belarusian Fashion Centre, Elvira Zhvikova, tells us that a slim 'pencil' silhouette will dominate, with skirts below the knee. Summer coats will have a



straight silhouette, with or without a large collar. In addition, 1940s-50s retro-prints will be all the rage — even featuring images of old cars. 1970s Bohemia will also feature: wide silk trousers, and maxi dresses and skirts, with long splits. Floating sil-

houettes and free forms will be accompanied by 'baby-doll' lace on skirts, trousers, jackets and dresses. Pastel, muted and bright shades will be fashionable (for example, from pale pink to scarlet and burgundy). Floral and exotic garden prints will support an ethnic theme in African and Latin American style. Hand-made folk decorations and accessories are to be fashionable, and we're likely to see plenty of extravagant detail.

"Collections for S/S2013 are expected to be interesting," notes Ms. Zhvikova. "On the one hand, some will continue the theme of minimalism, with calm grey-beige neutrals prevailing, alongside white, using some rough textures. However, we'll also see an incredible burst of neon."



Partnership helps acquire rarities

16th-17th century Lithuanian map on show at National History Museum of Belarus

By Tatiana Pastukhova

Japan Tobacco International (JTI) has assisted the museum in buying the valuable exhibit. As Belarus' Deputy Culture Minister, Tadeush Struzhetskyy, noted at the unveiling of the map, co-operation between the museum and JTI is a bright example of public-private partnership. He asserts that the Ministry will continue working on attracting sponsors and patrons, realising various interesting and important cultural projects.

The 16th-17th century Lithuanian map comes from the famous *Atlas sive Cosmographicae meditationes de fabrica mundi et fabricate figura*, which shows that part of Belarus which was within the Grand Duchy of Lithuania. It was compiled by the famous Flemish cartographer,



16th-17th century Lithuanian map in museum

geographer, engraver and publisher Gerardus Mercator (1512-1594) and was part of the atlas in 1623. It's an extremely important authentic document and is unique for Belarus; only one of its kind was made earlier, between 1592 and 1602.

Co-operation between the Na-

tional History Museum and Japan Tobacco International began in 2010 and, since then, over 20 joint projects have been realised. Viktor Lukyanov, the Manager for Corporate Affairs at JTI in Belarus, notes that the company sees its mission as one of support for cultural institu-

tions, helping preserve and promote our national historical and cultural heritage. The company pursues this policy in all countries in which it is present and liaises with such world known museums as the Louvre in France, the Prado Museum, La Scala in Italy, Russia's Hermitage and the British Museum.

According to Mr. Lukyanov, joint projects by the museum and his company have won the 'Best Partnership' nomination for the *Museums of Belarus in the Third Millennium* contest, held in Grodno as part of the 1st National Museums of Belarus Forum.

In 2012, the National History Museum bought valuable exhibits and organised two international exhibitions with financial support from Japan Tobacco International.

Business always cares for reputation

By Yelena Molokhova

Georgian company lays new landscape park in Grodno

The park of eighty saplings has been laid as part of the 'Plant a Tree with Borjomi' campaign, organised by the IDS Borjomi Bel Company. The manufacturer is known for its healthy mineral water and is supported in its campaign by the Georgian Embassy to Belarus and local authorities.

The planting in the growing Devyatovka suburb involved pupils from the local school, alongside local residents and the city's leadership. Urban beautification is an aim not only for the Grodno Region but for others country-wide.