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PRESS RELEASE

**From historical motifs and the pomp of Baroque fashion to flora and fauna - Dominika Kozáková presented her new collection in Madrid**

On Sunday 17 September 2023, Madrid Fashion Week saw the designer Dominika Kozáková's presentation of her new capsule collection **SEROTINY**.

The show was held as part of **the Mercedes-Benz Fashion Talent Program**, which every year gives one of the local designers the opportunity to present their work abroad. The presentation of Dominika Kozáková's new collection was supported by MBPFW, MBFW Madrid, and Czech Centres. The second part of the exchange programme will be the fashion show of Madrid-based designer Aarón Moreno, Creative Director of **EMEERREE** at the spring edition of MBPFW FW24, which will be taking place in April 2024.

Responsibly handmade, locally sourced pieces prove the designer's love for extravagant cuts and ruffles. Blaspheming the modern fashion universe and bringing playfulness, innocence, and mystery, each piece in the collection carries specific, carefully portrayed aspects of Dominika's life.

The star of the show was the palette again; the collection features characteristic motifs, appliqués, bows, or gathered skirts that sometimes imitate school uniforms. The key inspiration was flora and fauna, and the colour palette alludes to My Little Pony toys. The individual looks, including different variations of jackets and shirts, accessorized with iconic knitted hats, have a playful, almost fantastical feel. The designer works with materials such as alpaca, mohair, and cashmere wool from deadstock showrooms in Vienna, combined with elastic fabrics with hand-painted patterns.

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During the last 28 years, Mercedes-Benz has assumed the role of an international key partner and titular sponsor of select fashion events. The brand currently takes part in over 80 international fashion platforms in over 40 countries, including Mercedes-Benz fashion weeks in Sydney, Mexico City, London, Madrid, Tbilisi and Berlin as well as the globally recognized International Festival of Fashion and Photography in Hyères. Mercedes-Benz continuously supports selected fashion events all over the world. It owes its admirable reputation to twenty years of supporting up-and-coming designer talents. This support gave over 90 aspiring designers the opportunity to present their work on 30 platforms worldwide, including Milan, London, Prague, Istanbul, and Berlin.

**Dominika Kozáková**

The young designer originally from Slovakia is now based in Prague. She first appeared on the fashion scene in 2018 as a finalist in the VAN GRAAF Junior Talent competition with her collection "FREAK SHOW" and has been regularly participating in MBPFW since then. Apart from commissioned work, she also occasionally does costume design, for which she won an award at the Berlin Film Commercial Festival. Her designs, characterized by colour palettes and extravagance, have appeared in titles such as Vogue Italia, Dazed, Kaltblut, or Fucking Young. Dominika Kozáková's work has also caught the attention of international artists such as Rosalía, Shygirl, Sega Bodega, and Bad Gyal.

**Czech Centres**

Czech Centres are an agency of the Ministry of Foreign Affairs promoting the Czech Republic abroad. They focus mainly on Czech cultural and creative industries and on science, research, and innovation. The Czech Centres network operates in 26 major cities on three continents. Annually, they organize over 2,300 events around the world, reaching over 2.8 million international visitors.