



flori de ie®

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FLORI DE IE



The project

Flori de Ie

Flori de IE is a project that focuses on the traditional

Romanian blouse thought and presented with the desire of recalling the folkloric art, merged perfectly with the modern elements of our life. The collection includes dozens of Romanian traditional costumes, even from 100 years ago, it also has a new, modern collection



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The Flori de ie story

At the beginning of 2015, the Flori de ie collection was completed by a series of new blouses, that can be found at www.florideie.ro. The old models are now made on new canvas, the items being entirely handmade, with thin, ample embroidery, just as the original models that they are created after. Flori de IE is a soulful concept and we want to be discovered by all the art, beauty and traditions lovers. Both the vintage collection and the new one represent authentic pieces of the Romanian history, a long story that has passed the test of time and will continue to be promoted over time. The mission of this project is to promote the Romanian beauty all over the world and to continue this story so that the Romanian blouse won't fade away.



The concept of the brand has in its center the romanian blouse and its traditions, that we want to make known to the Romanians, but also to promote them all over the world. This collection includes the traditional blouses, handmade sewn, decades old, as well as modern blouses, whose embroidery it is inspired from vintage models collected from all regions of the country.

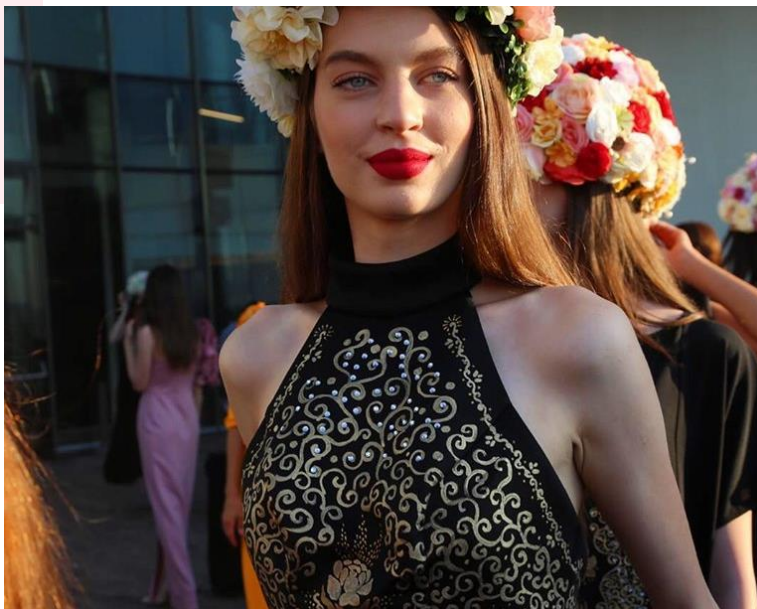


The time of the Romanian blouse with Flori de ie





The romanian blouse was celebrated in Ankara through an exceptional event: "The Symphony of Flowers"



With the occasion of The Universal Day of The Romanian Blouse, on 13th of June 2019, in the special context of the exercise, by Romania, for the first time, the Presidency of the Council of the European Union, the Embassy of Romania in the Republic of Turkey has celebrated the romanian blouse through a unique fashion presentation called **"The Symphony of Flowers"**.

Flori de ie has presented 30 traditional romanian costumes and also a new collection of modern clothing design, inspired by the culture and romanian traditions, specially dedicated to this anniversary event of the romanian blouse in Ankara, which included gala and cocktail outfits, handpainted or enriched by accessories made with the help of Romanian artisans. The central motif of the collection was the peacock, detached from the popular port of Bistrita area, the symbol of life and its beauty.



Flori de ie has delighted the audience at Paris Fashion Week

"Fashion" was the key word in Paris. The creativity of designers from all over the world was put in the spotlight during Paris Fashion Week.

Between 1-4th of March 2019, within the trade show Showroom Beautiful held in the famous Hotel Ritz Carlton, the capital of fashion was conquered by the latest capsule collection made by Flori de ie. Prior to this collection, the romanian brand has launched during the Bride Show Dubai, the first evening dresses collection, named "Peacock in Bloom".

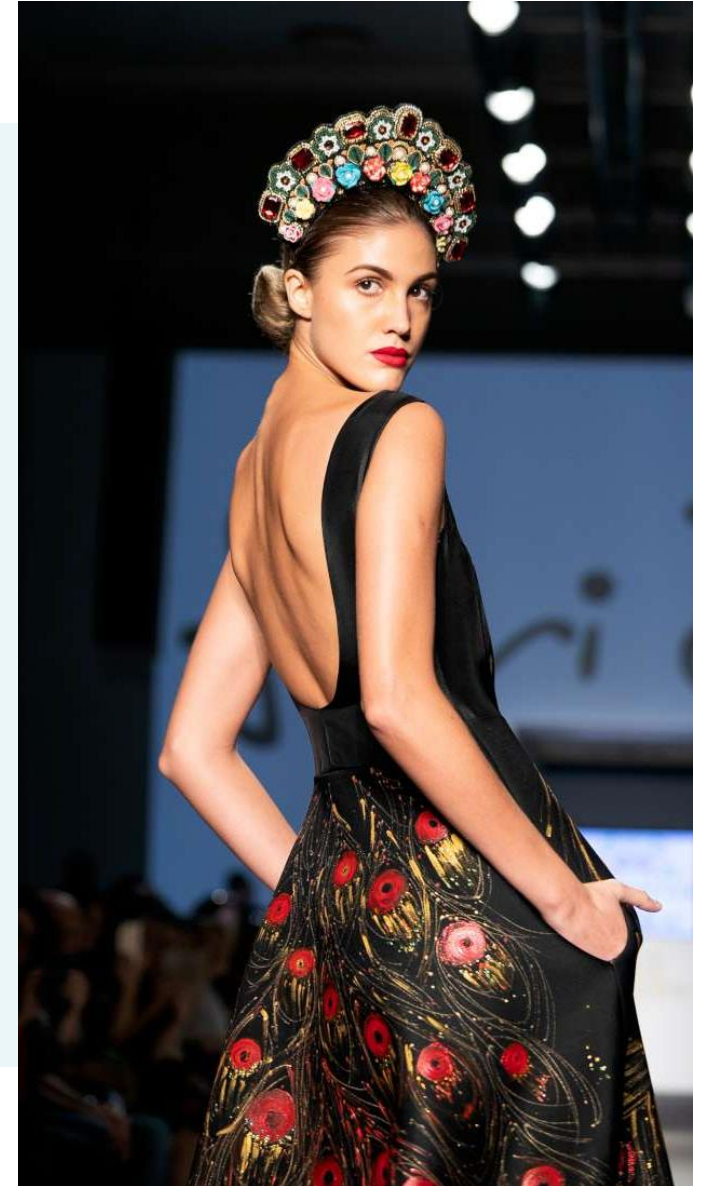




Flori de ie, on the same stage with the world's great designers in Athens

In December 2018, during Athens Xclusive Designers Week, the most beloved romanian fashion brand, inspired by the art of the traditional costume, Flori de ie paraded on the athenian catwalk with ten exceptional outfits, ripping cheers of applause.

The fashion show was open by the handpainted peacocks on the evening dresses, brought by Flori de ie in front of the international audience with the sounds of Cătălin Orezeanu. All the presented outfits are part of a collection that delights the spectators' eyes by the chromatic harmony, as well as by the majesty of the handpainted and meticulously peacock feathers on precious materials.





Flori de ie conquered Las Vegas

In 2018 we wrote a new story during the international trade MAGIC Las Vegas, where Flori de ie has launched the capsule collection characterized by solar colors and thousands of beads. Taffeta, silk, poplin or cotton melted cloth are the main textures that define the dresses of this season, sewn entirely by hand. With a completely new design, with bold lines, eighteenth-century trousers brought again to our times, or beaded vests, the new collection manages to successfully align with Haute Couture trends.

MAGIC Las Vegas is recognized as one of the largest fashion fairs in the United States, bringing together designers from all over the world every year. From the biggest luxury brands of the contemporary era to the latest trends in "fast-fashion", MAGIC is the place where the commerce, inspiration, networking, creativity, imagination, talent and extraordinary happen!

The event took place August 13-15 at the Las Vegas Convention Center, a location that brings together designers from the apparel industry, as well as designers from footwear or accessories, in a unique exhibition in the fashion industry today.

Flori de ie

has opened

Feeric Fashion Week

Flori de ie has opened **Feeric Fashion Week**, one of the most important fashion shows in the East-Central Europe , in the beautiful city of Sibiu.

In a feeric presentation, in the heart of Transylvania, twenty romanian models will parade in the opening of the festival, dressed in traditional blouses sewn with silk thread, with sumptuous skirts, with metallic embroideries, into a great explosion of romanian beauty, designed to put the authentic values where they are, along with the latest designers' creations from all around the world and from all time.



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"Blouses in Bloom" in Copenhagen

In one of the cosmopolitan districts of Copenhagen, at the invitation of the Romanian Embassy in the Kingdom of Denmark with the occasion of the Centenary, the event "Blouses in Bloom" took place. Representatives of the diplomatic circle accredited in Copenhagen, representatives of prestigious Danish institutions and organizations, local mass-media, business leaders, academics, as well as members of the Romanian community from Denmark participated to admire a centennial story of the traditional romanian costume.

Ten traditional costumes, beautifully tailored and kept in 100-year-old dowry boxes, were worn by the little mermaids of our modern times, on the chords of Romanian folk music that completed the entire story frame.

Flori de ie brought to the podium also ten modern outfits, which have as a central element the romanian blouse. We have surprisingly matched them, with clothing elements from the past, reproduced from sumptuous materials, to show once again that the past and the present are mesmerizing when the talent and good taste are together. Not only these matches were carrying our message, but also the colors - the skirts and pants especially tailored for the Copenhagen event being sewed in the Danish national colors: white and red.



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Flori de ie was present at The Bride Show Dubai



Flori de ie, one of the most famous brands promoting the Romanian traditions, launched on the Romanian market in 2014, will be exhibiting for the first time in Dubai at The Bride Show.

Thus, within the fair, Flori de ie has launched the new collection that includes mostly diaphanous dresses, white and colorful embroidered, sewed entirely by hand, perfect for hot summer days and not only.



Cristina Chiriac, The Founder of Flori de ie: „Flori de IE” is not just a unique collection of traditional Romanian blouses, but also a part of the Romanian nation history, thousands of stories hat have as a main motif the Romanian woman, and I believe that my mission is to continue this story and to promote it all around the world.”

Starting with London and continuing with Vienna, New York, Moscow, Abu Dhabi, Shanghai, Dubai, and more, Flori de ie has taken the Romanian longing away from home and brought it back with glory.

In this way, we managed to travel all around the World and promote the true Romanian values, the pieces that made history.

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A full-page photograph of a wedding couple walking through a lush green vineyard. The man, on the left, has a beard and is wearing a white shirt with colorful traditional embroidery, a blue denim jacket, and black trousers. The woman, on the right, has blonde hair and is wearing a similar embroidered white shirt, a blue denim jacket, a white skirt, and a floral headband. She is holding a bouquet of white and pink flowers. They are both smiling and holding hands. The background is filled with rows of grapevines.

THANK YOU!



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Photo Credit: Picturesque Life Stories