

AVTANDIL

Presentation

About



A designer started developing in Avtandil Tskvitinidze from childhood. He has been drawing all the time, basically women, but the most important was that he has been inventing clothes for them. At thirteen-year age Avtandil decided that time has come to make a reality of his sketches. Since that day his mother has been wearing clothes made by her son's sketches and later made by Avtandil himself. So, she became his first client, and child's hobby became his life-work. The young man graduated from the Academy of Arts of Georgia and passed training at the House of Gucci.

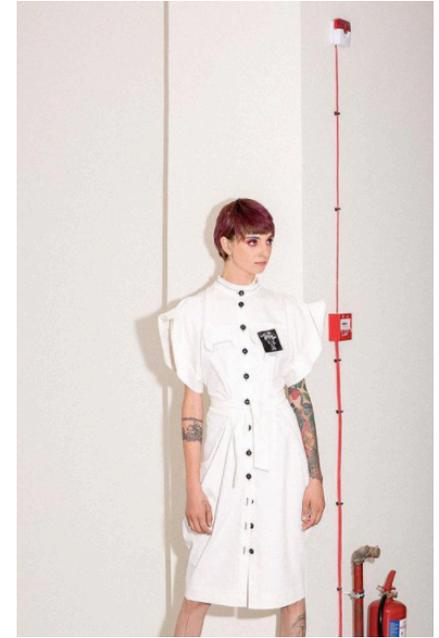
In 1999 Avtandil Tskvitinidze was offered a job at the factory of "Imereti" in the city of Kutaisi. Here, he designed his first pret-a-porter clothing, which has been presented in Tbilisi at the Sheraton Metechi Palace on December 10, 1999. His activity has been recognized as a first step in revival of light industry in Georgia.

The aforementioned fashion show was the official opening ceremony for designer's company "Avtandil Tskvitinidze". Two basic directions of company's activity were pret-a-porter clothing and designer work under individual orders. Avtandil Tskvitinidze's clothing obtains the deserved recognition both in business circles, and show business. The company started with such an important business, as designing clothing for entertaining and newscast programs' presenters of some Georgian TV channels as well as video clips of Georgian show business representatives, in 2004 Avtandil was entrusted with creation of parade uniform for Georgia's Olympic team. Thereafter he had launched a youth jeans sportswear.

In succeeding years, Avtandil has designed a few collections, different in style and spirit, and Georgian public met them with gratitude. During last three years, Avtandil Tskvitinidze was three times awarded with a prize of "The Best Designer of the Year" in Georgia.

Since the company was founded, Avtandil Tskvitinidze has shown freak of the imagination and work of thought in various constructive decisions of his collections. The designer seasonally organizes personal fashion shows, after which the collections are offered for sale in Avtandil Tskvitinidze's House of Fashion.

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Fashion Week Tbilisi: Avtandil Puts a Post-Soviet Spin on Spring 2016 Trends

BY LIANA SATENSTEIN
November 6, 2015



Tskvitinidze also riffed on plastic, another trend seen on the runways of Loewe and Christopher Kane. Though those synthetic items looked like they could be difficult to wear, Tskvitinidze gave the tough look an easy spin: Empire-waist PVC snap-button skirts with thick strips of glitter were placed on top of yellow and red minidresses. It was a pairing with a scrappy, bazaar-plucked feel that often comes with awkward layering—and an aesthetic that cool kids are fiending over right now at Vetements.

Tskvitinidze's take on denim was nice, too—morphed into wide-leg trousers and tanks and emblazoned with lightning rods. Some of the strongest pieces were the statement coats: hooded trenches with a raincoat-type shine, printed with graffiti. A street art-slathered oversize vest on top of a long mesh tank top and loose, cropped red leather trousers was fit for a trippy, techno-bopping night in early-'90s Berlin. Were their echoes from other major runways? Sure. But Tskvitinidze makes everything appear fresh, even earnest. That's something that will help put Georgia's fashion industry on the map—and its designers' clothes into closets abroad.

Russia Z

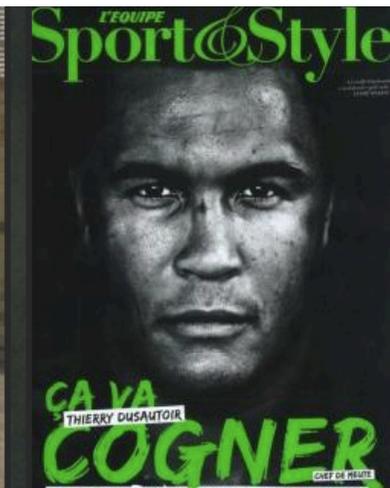
THE CALVERT JOURNAL

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Fashion Georgia Dispatch Culture

Discover Avtandil: the Georgian designer loved by Lady Gaga





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