

TATUNA

Alieta Nikolaishvili is a fashion designer based in Tbilisi, Georgia and the founder of the label TATUNA.

She studied at the faculty of fashion design, Tbilisi State Academy of Arts, where she graduated with an BA in Leather and Accessories. Nowadays she is completing MA in women's wear and in Paris patternmaker.

Today, She has become a must-see at Mercedes-Benz Fashion Week (Georgia, Ukraine, Kazakhstan), where the line is known as a extraordinary pattern cuts, luxurious fabrics, minimalistic lines and unusual forms. Label offers day and evening apparel, handmade accessories and shoes. Brand products is now available at 27stockists around the world: Georgia, Russia, Ukraine, Kazakhstan, France, Italy, Netherlands, Kuwait, UAE and US.

Also available at online shops: moreislove.com, Farfretch.com, malat.com, names.ru, buyers.ge, notjustalabel.com, dressone.ru, stylediplomacy.com, fashionassist.me.....

She has dressed Prince of Bahrain, other notable clients including: actors, musicians, journalists, bloggers, buyers, artists.

Early in 2008 she opened her first workshop, where she continues creating geometrical and feminine silhouettes. She

feels free while drawing, sketching and pattern cutting. As a brand creative director, quality is an important thing. Her clothes are made by hand and from luxurious fabrics, which designer orders in Milano, Paris or Istanbul.

In 2009, brand designer participated in Georgian Fashion Week and demonstrated her first collection.

In 2010 – she participated in Ukrainian Fashion Week, In Kiev. After 2010, creates collections till today, for Georgian and Ukrainian fashion weeks, She participates in Paris, Tokyo and Milano showrooms like: La Galerie, Fashion Bubble Club, Art Georgia, “Nomet” showroom. Also, she receives private and exclusive orders from her clients, from different countries. Brand is not just ready to wear label, it has also haute couture line, in 2014 Tatuna Nikolaishvili showed A/W 14/15 collection with haute couture pieces.

Doing fashion films with own creations is too important for designer, also costume aesthetics and art exhibitions.

Designer, explains that «fashion industry and designer life requires too much power and huge work, also education and drawing, cutting, sketching skills are essential»

Brand development and improvement is the main vitality for Alieta Nikolaishvili. She develops every detail year by year and intends to reach highest level.

AW18/19 Collection

In this season, we presented our collection in “Pitti imagine” showroom, Milano.

Collection also will be shown in MBFW Tbilisi.

From this season we started working on unisex collection. Now we are working on it. It's new experience for our brand. We only use just natural fabrics such as wool, leather, cotton...

The collection is created with Japanese theme.

From 12 to 15 June, we will participate in Pitti imagine uomo Showroom.

SS19 Collection

In this season we presented our collection at MBFW Tbilisi as a presentation.

Paris and Beijing are the cities, where we participated in showrooms. Also, we participated in Milan, Modern Showroom.

This collection is special with strict silhouettes and templates. Natural fabrics that we used are: silk and cotton.

Some of the clothes was made by Georgian national dress pattern.

AW 19/20 collection

This collection we presented in Fashion World Tokyo.

We only used just natural fabrics such as wool, silk and cotton to create clothes. Almost all the jackets had hand-made details.

Also this collection is more feminine than others and as always, we used geometric forms in models.

Collection also will be shown in MBFW Tbilisi.

AW20 we presented at Florence Deschamps showroom (Paris) and Nomet showroom (Tokyo).

From this season, our products are also available at Dover street market and We're part of Korean project named: "What to wear on Mars", our capsule collection will be shown as Digital installation in 3D format. Spring/Summer21 collection we'll present at MBFW Tbilisi Digital and at Florence Deschamps showroom.