



I AM.. Monika Lovas

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MONIKA LOVAS, originally from Budapest, and graduated at AMFI where she presented her sophisticated collection 'It's not that red'.

Where did you get your inspiration for this collection?

'The atomic bomb on Hiroshima. I've heard the story of a dancer, who was in the womb of his mother during the bombardment,. He remembers the moment when the bomb exploded, that everything around him turned red. I find this story very impressive, and hence the title of my collection. The red what he describes is not violent, but rather loving and protective.'

Who would you like to see wearing your designs?

'When I'm designing I have a tough woman in my mind, someone with a certain attitude. Ultimately, I would like everybody to be able to find something in the collection for herself.'

Which materials did you use for your collection?

'I've used different materials. In the collection "it's not that red" you can see pieces made of leather, aluminum foil, wool and parachute fabric. I've used wool of the brand Woolmark, they work together with designers to contribute for a responsible corporate.'

What will be your next step?

'I definitely want to keep on designing. Most preferably in a small team, creating something new and meaningful.'

Which piece is your favorite?

(Laughs) 'Difficult! But if I really have to choose, I'd say all the pieces in which I used leather and of course the coat.'



Read more about Monika Lovas [here](#)