
OLEKSANDRA KAKURINA

Fashion show director | Creative production lead

kakurina.org

Germany, Worldwide
oleksandrakakurina@gmail.com
+49 170 684 1871

PROFESSIONAL SUMMARY

Senior Fashion Project & Event Manager with 10+ years of international experience leading high-profile fashion weeks, runway shows, and brand collaborations across 15 countries. Proven track record as Head of the Designer Department at Ukrainian Fashion Week, alongside directing individual designer shows and showcases within Berlin, Copenhagen, and Bucharest Fashion Weeks. Expert in cross-functional team leadership, budget governance, crisis management, and end-to-end execution of complex projects. Seamlessly bridges creative vision with technical and operational execution.

WORK EXPERIENCE (selected projects)

FASHION WEEKS & SHOWCASES

- **Mercedes-Benz Bucharest Fashion Week** (2024–ongoing) — Show Director, Designer Relations Manager, Casting Director, Backstage Lead
- **Mercedes-Benz Bucharest Fashion Week, Ermanno Scervino** (2024) – Show Director
- **Berlin Fashion Week, PLNGNS** (2023–2025) — Show Director, Casting Director
- **Copenhagen Fashion Week** (2023, 2024) — Backstage and Production Lead (Ukrainian Designers' Presentation & Pop-up)
- **Copenhagen Fashion Week, Kseniaschnaider** (2024) — Show Director
- **London Fashion Week, Ukrainian Fashion Week show** (2023) — Co-organizer
- **Berlin Fashion Week, DZHUS** (2022–2024) — Show Director
- **Berlin Fashion Week, Neo.Fashion** (2022–2023) — Lead of Ukrainian Designers Showcase
- **Budapest Central European Fashion Week** (2022) — Lead of Ukrainian Designers Showcase
- **Brussels Fashion Week** (2022) — Lead of Ukrainian Designers' Showcase
- **Vegan Fashion Week, Los Angeles** (2022) — Show Director, Lead of Ukrainian Designers' Showcase
- **Ukrainian Fashion Week** (2014–2022) — Head of Designer Department, Backstage Lead, Show Director
- **Mercedes-Benz Fashion Week Tbilisi** (2018) — Show Director on Main Catwalk

SPECIAL PROJECTS, EXHIBITIONS & COMPETITIONS

- **Berlin Premium** (2022–2023) — Lead of Ukrainian Designers' Participation
- **Epson Digital Fashion Competition** (2016, 2018, 2019, 2022) — Head of Competition, Show Director
- **International Young Designers Contest** (2018–2020) — Curator, Backstage Lead
- **Fashion Infection Lithuania** (2019) — Designer Liaison Lead
- **Ukraine House Toronto** (2019) — Co-organizer, Show Director
- **UEFA EURO Fashion Show** (2018) — Co-organizer, Show Director
- **China International Import Expo** (2018) — Co-organizer, Backstage Lead, Show Director (Ukrainian Designers Show)
- **Best Fashion Awards** (2015–2017) — Member of Organising Committee
- **Ukrainian Fashion Show in Jordan** (2015) — Co-organizer, Backstage Lead, Show Director

INTERNATIONAL EXPERIENCE

Belgium, Canada, China, Denmark, Georgia, Germany, Great Britain, Hungary, Jordan, Lithuania, Moldova, Poland, Portugal, Romania, Spain, Ukraine, USA

EDUCATION

2020 - Institute of Law. Technology and Innovation (ILTI), Fashion Law & Business Studios

2012 - Yaroslav Mudryi National Law University, Law Degree

2010 - Kharkiv National University V.N. Karazin, Specialist in Ecology and Environmental Protection

OTHER CREDENTIALS

- Member of Fashion Council Germany
- Expert of the Ukrainian Cultural Foundation (<https://ucf.in.ua/en/>) 2021-2024
- Head of "Look into the Future" Young Fashion Designers Competition 2015-2025

LECTURES & EDUCATION PROJECTS

- Author & Lecturer of an original Fashion Management course
- Kyiv Professional College of Applied Sciences
- (holding permanent position 2020-2023)
- Faculty of Fashion Industry of Kyiv National University of Culture and Arts
- Khmelnytsky National University
- Lviv National Academy of Arts
- Private School Open Fashion Studio (Kyiv)
- Private School Fpmodels (Kyiv)
- Private School Yvision creative agency (Kyiv)
- Private School Odessa Fashion Day (Odesa)
- Private School "F-marketing"
- Fashion Business Conference (Kharkiv)

REFERENCES

Iryna Danylevska — Co-Founder Ukrainian Fashion Week

Lisa Ushcheka — CEO Ukrainian Fashion Week

Mario Antico — Founder & CEO, Bucharest Fashion Week

Dmytro Hontarenko — Designer, PLNGNS

Irina Dzhus — Designer, DZHUS