

OLEKSANDRA KAKURINA

CREATIVE LEAD | FASHION CURATOR |
SHOW DIRECTOR

Since 2014, I have led the creative production and curation of over 50 fashion projects across 15 countries. My expertise includes directing international fashion weeks and runway shows, as well as conceptualizing showrooms and exhibitions on a global scale.

PROFESSIONAL SUMMARY

I joined Ukrainian Fashion Week in 2014, contributing to the development and direction of various fashion projects. Since becoming the Head of the Designer Department in 2016, I have been responsible for shaping the official Fashion Week program and discovering emerging talents. My work involves designing the structural schedules for the team and technical services, leading New Generation Day (the primary platform for young designers), and ensuring seamless integration between all departments and creative partners. I have also strategically engaged designers in international projects, significantly increasing their global visibility. My expertise includes directing and producing a wide range of formats, such as runway shows, conceptual exhibitions, pop-up stores, and multimedia photo/video productions. Additionally, as an industry expert, I have delivered extensive lectures on Fashion Management, providing mentorship to emerging brands on business development and strategic participation in Fashion Weeks.

SELECTED PROJECTS

(Chronological Order)

- Ukrainian Fashion Week (2014–2022) — Head of Designer Department, Artistic Committee Member, Show Director
- Ukrainian Fashion Show in Jordan (2015) — Lead Producer, Show Director
- Best Fashion Awards (2015–2017) — Organizing Committee Member
- "Look into the Future" Young Designers Competition (2015–2023) — Head of Competition, Show Director
- Epson Digital Fashion Competition (2016, 2018, 2019, 2022) — Head of Competition, Show Director
- Warsaw Fashion Week – Ukrainian Designers Corner (2016) — Creative Lead & Curator
- UEFA EURO Fashion Show (2018) — Lead Producer, Show Director
- China International Import Expo – Ukrainian Designers Show (2018) — Lead Producer, Curator, Show Director
- Mercedes-Benz Fashion Week Tbilisi (2018) — Show Director (Main Catwalk)
- International Young Designers Contest (2018–2020) — Lead Curator, Backstage Director
- Ukraine House Toronto (2019) — Lead Producer, Show Director
- Fashion Infection Lithuania (2019) — Industry Expert, Coordinator
- Berlin Fashion Week (2023–2025) — Show Director, Curator, Casting Director, Production Lead (PLNGNS)
- Berlin Fashion Week (2022–2024) — Show Director (DZHUS)
- Brussels Fashion Week (2022) — Lead Curator (Ukrainian Designers' Showcase)
- Budapest Central European Fashion Week (2022) — Creative Lead, Curator
- Vegan Fashion Week, Los Angeles (2022) — Show Director, Industry Speaker, Curator of Showcase
- Berlin Premium (2022–2023) — Lead Curator (Ukrainian Designers' Participation)
- Neo.Fashion Showcase, Berlin Fashion Week (2022–2023) — Lead Curator & Coordinator
- Kseniaschnaider Show, Copenhagen Fashion Week (2023–2024) — Show Director
- Ukrainian Designers' Presentation & Pop-up, Copenhagen Fashion Week (2024) — Lead Curator, Producer
- Mercedes-Benz Bucharest Fashion Week (2024–ongoing) — Show Director, Designer Relations Lead, Production Coordinator

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GLOBAL PROJECT FOOTPRINT

ACROSS 15 COUNTRIES:

Belgium, Canada, China, Denmark, Georgia, Germany, Hungary, Jordan, Lithuania, Moldova, Poland, Romania, Spain, Ukraine, and the 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:

- Expert Member | Ukrainian Cultural Foundation (2021–2024). Providing professional evaluation and strategic consultancy for state-funded cultural and creative projects.
- Head of Competition | "Look into the Future" (2015–2025). Leading the primary national platform for emerging fashion designers in Ukraine.
- International Jury Member: Invited expert for prestigious competitions, including the Latvian Young Designers Contest, "Start Fashion" (Kharkiv), and various other industry showcases.

PROFESSIONAL REFERENCES

- Iryna Danylevska — Co-Founder & CEO, Ukrainian Fashion Week
- Mario Antico — Co-Founder & CEO, Bucharest Fashion Week
- Dmytro Hontarenko — Designer, PLNGNS
- Irina Dzhus — Designer & Founder, DZHUS

* Contact details and written recommendations are available upon request.