



The *Future* is Now

The Turkish brand Tuvanam has been taking the world by storm with its dazzling and singular designs.

Tuvanam's AW2021 collection is a reinterpretation of modernism with a technology twist. By combining new trends with minimalist details, the founder and creative director,

Tuvana Demir, creates designs that express self-confidence and a strong attitude.

The collection brings functional pieces that work for every hour of the day. The structures allow the feminine body to be free of standard forms portraying vibrant and unique looks. From shimmering textiles to black velvet, the collection embraces a futuristic expression. Other elements are 3D hologram and gradient transitional sequins, lurex, satin, tulle and taffeta fabrics coupled with minimalist embroidery details. The pieces can be paired for a stunning, festive end-of-year look or as an eye-catching detail for more casual looks.

Tuvana opened her first store, A46, in 1999. In 2005 the desire for creating fashion staples gave life to Tuvanam. With this brand, the designer explored the international market and participated in fashion fairs in Paris, London, New York and Milan.

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