

Ukrainian designer winning fans with his creativity and candidness

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The boxing club location was the first indication that Jean Gritsfeldt fall-winter 2017-2018 would be no ordinary show. The Ukrainian designer comes up with an original idea for each of his collections and shows.

Photo by jeangritsfeldt.com

Ukrainian Jean Gritsfeldt is like no other Ukrainian designer. He lists his personal cell phone number on his brand's website, and he runs his own Instagram account. It's a mystery how he manages to fit in all these things in his schedule, but he does say that he has assistants.

On Feb. 5 Gritsfeldt presented his fall-winter 2017-2018 collection. And of course, it was no ordinary fashion show. The location – the SpartaBox boxing club – was the first indication.

As guests arrived, amateur boxers were still finishing their fights, as music by the Red Hot Chili Peppers blasted out in the background. Then a boxing referee announced the start of Jean Gritsfeldt show in the style of notable American ring announcer Michael Buffer:

“Ladies and gentlemen, we are going to witness the most anticipated fashion fall-winter 2017-2018 show. The title of fashion icon for the heavy-trend Ukrainian Fashion Week championship is defended by Jeaaan Gritsfeldt!”

[Jean Gritsfeldt's fashion show \(Video by Anna Yakutenko\)](#)

As the music changed to rap and hip hop, male and female models start walking around the boxing ring, wearing sporty, relaxed styles combined with classic touches like sequins, thigh-high boots and high heels. Some models climbed onto the ropes and posed for the photographers.

“Partly because it’s a trend. Partly because the whole world now either wears classic styles or sporty clothes,” Gritsfeldt said, explaining his choice of theme to the Kyiv Post straight after the show on Feb. 5.

“It’s comfortable, it’s beautiful and it’s fashionable,” he said.

Sports clothes are still in fashion, it seems, as the whole show had a sporty feel: some models even wore tops with numbers on them, making it look like they were about to take part in a race.

To continue with the athleisure theme, the models sported hair in ponytails, but with an original twist: Some had a blonde, pink or red-colored strand of hair; a few wore striking masks embellished with jewellery and designed by Russian brand Rushev&Shabalin.



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The whole boxing theme of the show seemed to continue the recent hype over the sport in Ukraine; a few new boxing talents have emerged lately and the Ukrainian film “Fight Rules,” which is themed on boxing, has also just premiered.

“You see, we don’t correlate our actions but it all comes together into one flock of energy. And that feels very cool and satisfying,” the designer said.

Gritsfeldt is very down to earth. His appearance is easy to remember: a smiley young

man with long dark hair, he makes the Kyiv Post team feel welcome and at ease within the first seconds of meeting.

He doesn't smoke, drink or does drugs, he claims. And he loves sports himself – although his reply to what kind of sport he does himself is “chess.”

The 27-year old Gritsfeldt has won numerous awards already including Bazaar Fashion Forward in 2013. He presented his first collection at the Ukrainian Fashion Week in 2012. Since then he is a constant participant of this event, always coming up with original ideas and locations.

Last season during Ukrainian Fashion Week Gritsfeldt had a show at the National Museum of Natural History, which was also a sight to behold. In a room filled with animal bones and skeletons, models strode around wearing sparkly clothes and accessories. With disco music playing in the background, the whole show seemed like an eccentric party.



Gritsfeldt's previous show took place at the National Museum of Natural History, which also made it an interesting sight to behold. (jeangritsfeldt.com)

With all these original ideas that manage to work so well, it is interesting where Gritsfeldt finds his inspiration.

“People, models, friends, celebrities – all of them give me energy and fuel. And that’s why I love them,” he said.

Right now Gritsfeldt is in London, as he along with other Ukrainian designers Frolov, Alina Zamanova, Yana Chervinska, Dzhus and the Coat by Katya Silchenko were chosen via an open competition to take part in the International Fashion Showcase, part of London Fashion Week, taking place between Feb.17-21.

“I will go (to London) in glitter, of course,” he joked to the Kyiv Post.

As for his future, Gritsfeldt says he wants to “expand, develop and get smarter.”