

# el Periòdic News

INTERVIEW

## Kseniya Kudryashova

DESIGNER

“We don’t have to express ourselves a lot; our clothes can do that for us”



IRINA  
Rybalchenko

Kseniya Kudryashova studied in a branch of the French fashion institute Mod’art, Grasser dummy cutting course, and Skoda fashion cutting dummy cutting course. She created her brand BITTE\_RUHE in 2020. The last BITTE\_RUHE collection beautifully embodies the brand’s philosophy. Airy sleeves, vibrant sports accents, and elastic details are back in fashion. The brand continues to experiment with textures—incorporating lace, sequins, high-quality knitwear, and flowing viscose adorned with jacquard flowers. In terms of color palettes, pink serves as the primary hue, complemented by a successful blend of gray, white, and green. This year, the brand took part in the Show Moscow Fashion Week for the third time. We asked Ksenia about her brand’s philosophy and sources of inspiration.

—What are the pathways to success in the fashion industry? Please tell us in a nutshell about your brand, its history, how it came about?

—Our brand is just over three years old. It has been my dream since childhood to create my own brand. I studied to be a designer and then everything happened by accident. One day, I made a sweatshirt that gained traction on social media, and it led to immediate orders. This prompted us to implement a pre-order system. This sweatshirt was copied a lot—we even sued for copyright—and that allowed the brand to develop. This sweatshirt was the basis for that development, because so many people liked it.

But from day one, our brand has operated on our own funds. You don’t necessarily need startup funds for your brand to succeed; the creation of a unique product is the key.



I.R.

—Where does that name BITTE\_RUHE come from?

—It translates from German as “Please be quiet.” We wanted to create colorful clothes that would help people communicate with the world. The purpose of our clothes is to speak for the person. We don’t have to express ourselves a lot; the clothes we wear can do that for us.

—Fashion is first and foremost our cultural traditions. Do you agree with that?

—No, not always. Fashion varies—sometimes it reflects a cultural code, sometimes it does not. It can be modern, innovative or not innovative, so it’s very difficult to say. Every brand is unique... that’s why we have such a variety, because everyone chooses a certain direction for themselves.

—BITTE\_RUHE is always a recognizable silhouette: an experiment in the multiplication of

styles, gradations of shades, and careful elaboration of shapes and volumes. The synthesis of seemingly incompatible stories gives birth to corsets made of quilted fabric, sports suits made of sequins and puffy coat sleeves. What message would you like to convey with your latest collection that was shown in Moscow in October?

—I don’t convey any messages. I don’t want to tell people what they should think about my clothes. I want them to decide for themselves what the BITTE\_RUHE brand and clothes mean to them.

—What inspires you?

—It’s hard for me to talk about inspiration because I don’t think I have any. I just love my work. I take fabric, thread, and pins, and create clothes on a mannequin. And I’m inspired by the brand itself.

—What are your favorite materials



I.R.

have high hopes...enjoy what you have. Then, each time, there will be more and more. Because when you initially expect something more and it does not happen right away, you can fade away. Therefore, if you have the opportunity to «sharpen» one dress, and there is no opportunity to be presented at Fashion Week, you should be glad that you can at least make this dress. If you have the opportunity to «sharpen» a collection, you should devote all

your energy to it and be glad that you have the chance.

**—How do you plan to develop further?**

—We develop at our own pace—we don't have any strategy or channel in which the brand flows. Therefore, we simply give in to this flow.

**—What is fashion for you in a nutshell?**

—Well, this is my life. ●

I.R.



**to work with? And why?**

—The coolest fabric, my favorite one, is calico. It's the first layout you sew with the simplest fabric, because it just gives you the image of the product. It's my favorite fabric, the layout fabric. I really like knitwear; we have a lot of knitwear. I love textured fabrics, I love sequins.

**—How long does it take to prepare a collection for the show?**

—We spent several months

making this last one. We have a designer, we have tailors, we have an art director. In total, there are 13 people on our team now, and everyone contributes!

**—How difficult is it for designers to stand out from the competition and be allowed to participate in a fashion show? What does it depend on?**

—It's not that difficult. Everything is possible. The main thing is to love what you do, and not to

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## WORLD NO ALCOHOL DAY

# The most popular toxic, the deadliest and a generator of emotions

An awareness day for young people to remember the serious consequences of alcohol abuse

EL PERIÒDIC / P.M.



The president of Projecte Vida, Eva Tenorio, and the Andorran journalist Laia Bautista, with some copies about addictions.

PARIS MAMEGHANI  
ESCALDES - ENGORDANY

You can't treat or address a problem that no one sees, such as understanding the mental health problems that a person with an anxiety disorder can have or knowing firsthand the social problems that come with an addiction. The reality is that no one should hide; no one should feel ashamed of what they have experienced and, much less, shy away from sharing their sufferings or experiences, given that from these, you can help others. It is no less so with a phenomenon as common and frequent as the consumption of alcohol,

which according to the most recent data, is the substance that causes more than half of hospital emergencies in Catalonia and also, the one that has doubled the number of fines in the Principality for their consumption on public roads (going from 205 in 2022 to 403 in 2023).

It is even more worrying that 63% of those identified as alcohol consumers are young people between 12 and 24 years old, as shown by a study carried out by the Government of Mexico, and closer to us, than 73% of Spanish teenagers aged between 14 and 18 admit to having tasted at least one alcoholic drink in their (incipient) life. Or, that alco-

**Every addiction leads to slavery for the sufferer. It can be treated with the necessary help and should not be stigmatized**

hol is the trigger for more than 3 million deaths on our planet. The main problem we have in our country, and this presentation shows it, is that we do not have accurate data on the consumption of a substance that we remember is harmful to our bodies. A request that the acting president of the Projecte Vida association, Eva Tenorio, who started drinking at 15 and ended up quitting at 41, has been asking the Government for some time.

A clear example of overcoming and resilience, precisely the same spirit that emanates from her non-profit organization, which tries to help families and young people who suffer from some type of addictive disorder through open spaces and dialogue. «Alcohol is a perfect anxiolytic for people who have an anxiety disorder or who are simply very restless. People also consume it to self-medicate,» says Tenorio, who acknowledges that the problem of alcoholism «is not based on drinking every day, but on not being able to control your dose and thus losing your notions».

It will have happened to many that not drinking in a celebratory situation can cause the stares or rejection of others, for this reason, the head of Projecte Vida recalls that «alcohol is the only drug that is promoted without problems by society and that you are looked down upon if you don't drink it.» For Tenorio, a very quick and concrete definition of what alcohol addiction involves is «the lack of control», since in the end «all addiction leads to slavery». It also shows that this cannot be cured, but can be

controlled, since it is a chronic disease and, as such, «a disorder for life». However, for most people, a moderate, sensible consumption and without putting yourself at risk of an excessive dose of the same «does not inhibit leading a perfectly functional lifestyle».

The Andorran journalist and social activist, Laia Bautista, is also not left behind if we talk about people who have fought a lot with themselves to manage to deal with their addictions and have ended up finding great solutions in their lives. In her case (26 years old) the highest point of her addiction to alcoholic beverages took place during adolescence and when she was a minor, as happens to many other young people due to the social conditions in which are exposed at this time. «Following my social problems, I decided to take refuge in alcohol. I thus felt an attraction and dependence on a substance that is very widespread and popular among young people», Bautista specifies. She doesn't lack reality, because everyone who has ever gone out to a party has witnessed a scene where what is not missing are bottles of alcohol.

Hiding or denying such an obvious scenario would be «like living on the sidelines or in a fantasy world», as Tenorio puts it, whose effects, in her opinion, are exacerbated by the geographical factors brought about by the height of the territory of 'high mountain and for a «very socially closed» environment. The good news is that, as with any illness and in case of dysfuncti-



PROJECTE VIDA

## Every year there are 3.3 million deaths worldwide due to harmful alcohol consumption

Informative poster of the association Projecte vida with the worldwide deaths due to alcohol.



**Eva Tenorio**

PRESIDENT OF PROJECTE VIDA

«I was an alcoholic and its anxiolytic effect rebounds afterwards. It's the only drug in the world that people normalize»

on, there is a medical treatment and «mutual help groups are a great complement to these», she says. For her part, the young journalist has also completely stopped her consumption, and is a supporter that «everyone can come to control it», and that for this reason, it is highly recommended to «let yourself be helped and find other alternatives that can satisfy in the same way and without hurting you.» One of the best options that she discovered when she was working as a waitress are the cocktails, which have «a much lower amount of alcohol than the famous combinations that are sold at all parish parties», whe-



**Laia Bautista**

JOURNALIST AND ACTIVIST

«I took refuge in alcohol to escape my problems. Some friends left me aside, they didn't understand it»

re the activist emphasizes that «the great bulk of consumption among young people».

Continuing Bautista's case, she points out that her addiction to alcohol did not affect her academic results, which were correct as she was a «very applied student». However, she suggests that it did cause an eight in her interpersonal relationships, which used to lead to unpleasant situations in her environment. «I don't blame them for leaving me out, but they should have understood that I was trying to alleviate problems with drink that went much further,» she confesses with sincerity.

Thus, it is necessary to make it clear that this is a substance that affects the mood of its consumer and that it can generate «moments of great depression or even aggression». In short, and as personal advice, the two participants in the report affirm that although the ideal is to prevent alcohol, if it is done, «it must be done with certain limits» and that happiness never depends of drinking. ●

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