

## Lifestyle | Gossip

## Fashion House VoleeYu, a royal style that never goes out of style

Fashion House VoleeYu is a unique, authentic fashionable Ukrainian brand with its own special philosophy based on the centuries-old cultural heritage of mankind. VoleeYu is a combination of aristocratic fashion, designer accessories, expensive tableware design and royal interiors in one brand. Fashion House VoleeYu was created in 2014 by Katsianova Yuliia in Kiev, Ukraine. A successful architect and designer with 16 years of experience, Yulia has created a unique fashion house of her own. The fashion house has combined all the directions in the world of design, which include the design of clothes, accessories, interiors and designer expensive gifts.

**Q: Good afternoon, Yuliia! Please tell us about yourself and your work?**

Good afternoon! My name is Katsianova Yuliia Vladimirovna. I am the owner of the international brand VoleeYu, a designer and architect with 16 years of experience, a TV presenter on Ukrainian television channels of the country, an artist, author and creator of unique accessories that are unique in the world. President of the Ukrainian Designers Association. Fashion House VoleeYu - was created in Ukraine, an authentic fashionable Ukrainian brand with its own special philosophy based on the centuries-old cultural heritage of mankind. VoleeYu is a combination of aristocratic fashion, designer accessories, expensive tableware design and royal interiors in one brand!

VoleeYu is the style of new aristocrats and a whole philosophy of life!

The brand has 4 main areas:

- (1) Women's clothing (suits, dresses, coats),
- (2) Accessories (bags, shoes, belts, hats),
- (3) Gold jewelry (jewelry accessories for the bathroom, dishes made of precious metals)
- (4) Interiors (creation of author's interiors, furniture, decor).

A unique combination of world masterpieces and new technologies in manufactured products!

**Q: Your brand has an unusual name, tell me where the name comes from?!**

Yes, indeed, the brand name is of French origin, because I have a great-great-grandmother from an ancient aristocratic French family, but I was born in Ukraine. The name of the brand consists of two words Volee (from the French language - take-off, up, flight) and Yu (the name of Yulia), so the brand's products carry a lot of flight energy, take-off in life!

**Q: Please tell me, what great success has your brand made during its existence?**

Over the 5 years of the brand's existence, 20 thematic collections have been created, each of which is not like one another and impress with its creative scope and flight of thought. Each year 4 collections are created - this is a very high indicator, which is available in the world of world Fashion!

VoleeYu brand conquers one country after another, a boutique in France, presentation to America, Canada, Qatar, Monaco, Kazakhstan, UAE, China, Japan and many other countries. In May 2017, Prince of Monaco Albert II, personally noted the VoleeYu brand style!

Also, under the auspices of my brand, the Association of Designers of Ukraine was created in order to combine the creativity of Ukrainian talents and designers.

**Q: What is the most distinctive feature of your products?**

First of all, as an architect, I see the creation of products and accessories from a different angle. Characteristic

thoughtful style that never leaves anyone indifferent is the Baroque style.

**Q: Tell me, what was your way to the eastern countries? Why exactly the East?**

I have long dreamed of getting to the East and creating beautiful elegant dresses and abaya for eastern women. My style is not like anyone else, so when my products were first shown in Dubai, they immediately found their customers. When creating collections for the East, I carefully studied and delved into the ornaments and traditions of the East. I created oriental dresses, but as a European designer, with my characteristic style and most important-



recognition VoleeYu - the author's diverse and unique embroidery, it is this feature of decorating fabrics and genuine leather that has become recognizable all over the world! Embroidered birds, people, architectural masterpieces, elements of the Baroque style, patterns from the walls of Versailles and much more, comes to life on fabrics in the collections of the VoleeYu brand!

**Q: What styles do you prefer? What inspires you?**

I really love the nature and ancient architecture of Europe, there I feel inspired by the great heritage of mankind. All my work is saturated with historical styles, a symbiosis of antique products and the interweaving of unique ideas in conjunction with a modern look. I love birds, beautiful nature, castles and lakes, and I especially like to draw my collections on the shores of the oceans. The power of water gives a unique stream of creativity.

My favorite style is Baroque and Rococo, because the style of Versailles has no equal anywhere in the world. I travel a lot and I know for sure that the most refined and

ly, embroideries, which is what my brand is famous for, were made in combining French ornaments from Versailles with oriental ornaments from mosques. Such things, carry in themselves, not only a very beautiful aesthetic component, but also an educational idea, because this is the union of two cultures.

**Q: What did you create especially for women of the East? What are successful projects?**

I can brag that I'm probably the first Ukrainian designer to be hosted in the house of Arab sheikhs. I am invited as a full-fledged member of the family in an Arab home, and this is important, because I see the needs and desires of oriental women. I see their traditions and communication, this gives me a unique opportunity to create original products for individual orders. Now I was invited to an Arabian wedding, from which I just flew from Abu Dhabi, I saw a real oriental feast, but most importantly, a large number of women were present at the wedding, to whom I created designer dresses and they were not like

one another, but this important!

I was especially pleased, and I am proud that the dress for the bride of the second day of the wedding was made exactly by my brand VoleeYu!

**Q: Tell me, please, how did you get to Kuwait? What brought you to us, share the information?**

Yes, this is an interesting story! My visit to Kuwait was planned long ago with the help of our wonderful Ambassador of Ukraine to Kuwait, Alexander Balanuta. I am proud that we have such wonderful state diplomats who contribute and help expand cultural ties and establish joint work with the state of Kuwait. Alexander Balanuta



introduced me to Bushra Alaidan, a famous Kuwaiti designer of wedding dresses, a meeting that took place in Dubai. And today, I brought a chic designer embroidered oriental dress for the bride on the second day of the wedding. Unfortunately, I could not attend the wedding, because I was invited to another wedding in Dubai.

**Q: What are your plans for further stay in Kuwait?**

"I have high hopes for a long-term cooperation in Kuwait, and I try very hard and make efforts to make my dresses and style like the women of Riyadh." We also have an agreement with designer Bushra Alaidan that my dresses are perfectly suited to the style of oriental women, especially on the second day of the wedding, so my products will be placed in the salon of wedding dresses that can be seen by everyone. I really hope that my products will be in demand in Kuwait!



## Becky G to host the MTV EMAs

The singer songwriter and actress has been given hosting duties for the annual awards ceremony, which will be held at the FIBES Conference & Exhibition Centre of Seville, Spain on Sunday, November 3. She said: "I can't wait to arrive in Seville to host the year's hottest global music celebration. See you soon, Beasters!" Becky has also been nominated at this year's ceremony, going up against Ariana Grande, Camila Cabello, Halsey, the Jonas Brothers and Shawn Mendes for the Best Pop song. Bruce Gillmer, global head of music and talent at Viacom and co-brand head at MTV International, added: "Becky G is an exceptional multifaceted talent who's no stranger to the global stage. We can't wait to see her light up the MTV EMA stage in Seville!" Becky G may just be 22-years-old but she has already secured some serious accolades to her name including two number one hits on the Billboard Latin Airplay Charts, with 'Mayores' and 'Sin Pijama', a role in the 'Power Rangers' movie as well as a guest slot in 'Empire'. Becky is also the recipient of two 2018 Latin American Music Awards - one for Favorite Female Artist and another for Favorite Urban Song for 'Mayores'. She has also been given YouTube's Diamond Play Button for surpassing 10 million followers on the video sharing platform. Becky G has a whole host of famous faces in her corner and has toured alongside Katy Perry, Demi Lovato, J Balvin, Fifth Harmony and Jason Derulo as well as recording collaborations with Pitbull, Daddy Yankee, Maluma, ZAYN, Bad Bunny and CNCO. The MTV EMAs take place in Spain on November 3, with voting now open at mtvema.com until November 2.

## Jonas Brothers inspired to get back by college-age guys

The 'Cool' hitmakers have revealed it was a Twitter exchange between a group of young men, which encouraged them to get back together as a band. Now Nick thinks there is a whole new group of fans "who actually were embarrassed to like the Brothers at a certain point in their life and now they can actually just enjoy it". Joe, Nick and Kevin had to learn to "be a family again" after years of feuding following the band's split years ago. Nick said: "It got us to a point where I think we realized we had to learn how to be a family again. So once we were able to ... realize that we really do love spending time together, separate to our work and all that we

were doing, there was a real joy there, a real happiness. We think the solo efforts that I made and Joe's work with DNCE and Kevin's time focusing on family life, we were able to find ourselves to be able to come back and fuse all that happiness into the music itself. [The sound] had to be authentic to me, and it had to be similar to Joe's work with DNCE, which was his most authentic self, and then Kevin's influence is really the glue that holds everything together." And Joe admits he was the last of the three to get on board.



## Zoey Deutch says anxiety is her superpower

The 24-year-old actor admits her condition can be "debilitating" sometimes but she also sees it as one of her "key motivators". She said: "I used to hold my breath from anxiety when I was a baby and it would make me faint. There are times when it's debilitating, and there are times when it makes me laugh, like in the car today when I lost the plot entirely. But I actually feel like my superpower is my anxiety. It's one of my key motivators, and it's at the centre of my ambition." And the 'Zombieland: Double Tap' star is "nearing" her a quarter life crisis. She added to Cosmopolitan magazine: "I think I'm nearing it ... or in it. There's nothing I can do. I just have to ride the wave. I fully have existential thoughts. What does it all mean? How are we here? What were we put on this earth to do? Then I'm like, 'Zoey, just stop.'" Zoey previously confessed she is "really ambitious" with her career. She said: "I love what I do. I really do ... And I'm really ambitious. But ambition is a dirty word to some people. All it means is that you're willing to work hard to do what you love. [My mother] works harder than anyone I know. I remember when I was a kid, she never said, 'I'm so sorry I have to go to work.' She would just say, 'I love you, and I'm going to work.' We knew that she was proud of it, and she was also an excellent mother. There were no apologies necessary."



## Jennifer Aniston thinks age limit could benefit social media

The 'Morning Show' star has lamented over the obsession with smartphones and social media nowadays and wouldn't think it was too crazy for there to be some sort of restriction on sites such as Facebook and Instagram, like there is for drinking or for driving. Speaking about the success of 'Friends', she said: "It's a phenomenon that I am amazed by. To have a whole new generation of children adoring the show as much as they did back in the day when it was airing for the first time is incredible. I want to know what people love so much about it, because there wasn't any of this. Now most people's consumption is the [phone] screen, which I'm very conflicted about. If you can't drive until you're 16 and you can't drink until you're 21, why should you be allowed to have social media? Like to have a distraction that prevents you from learning to connect with people?" And the 50-year-old actress hates the "compare and despair" element of social media. Asked if she thinks there should be an age limit for social media, she shared to Variety magazine: "I don't know. I don't have kids. I just know that I'm watching my girlfriends' children and they're all struggling because of social media. Do you know that mental health has gone through the roof? And primarily what they've discovered, it's because of social media. It's compare and despair, over and over again. Do they like me? Do they not like me? Am I good enough? It's hard enough as it is being a kid without the damn 'likes' or 'not likes'. 'I wish they would remove the 'like'. Why do they need them? Why do we need a comments section, where these trolls with no lives try to be hurtful?"

## Kim Kardashian West to monitor her kids on social media

The 'Keeping Up With The Kardashians' star insists that when her children - North, six, Saint, three, Chicago, 21 months, and Psalm, four months - get older, she will be keeping an eye on how they use sites like Instagram. She said: "There's a lot of downfalls with social media such as having to deal with negativity on it. The aspect of how many followers you have can maybe affect the younger users. However, there are amazing benefits from social media. I would definitely be that mom monitoring my kids on social media as they grow up. I don't know what it would be like to grow up with social media. I grew up before cell phones, so I don't know what that would be like!" Meanwhile, Kim previously confessed she is always careful about how much she posts about her children on social media and whilst she does feel "comfortable" posting pictures and videos of her brood online, she does feel the need to "pull back a little bit" sometimes. Asked if she's ever worried about her children being on social media, Kim said: "Yeah, absolutely. There's times where I'm comfortable to post, and then times when I pull back a little bit. There's certain things that I ... even when North was doing my make-up and she was having the tantrum, I'm like 'Do I wanna post that?' And then I was like, oh it's too funny I have to. But there are some things when I'm like, you know what, let's not post that. Because there's so many cousins, I do feel like they have this sense of ... you know they grow up so normally and have so much fun, and I never want them to feel like things are for social media or anything like that. We definitely have the conversation about it." — Bang Showbiz

