

LUBOV YAKOVLEVNA AKSENOVA
*- a well known Russian designer and enterpre-
neur presents* **LubaK's**



34 Studencheskaya St.,
Moscow, 121165,
RUSSIA

Tel: +7 (095) 2494252
Tel/Fax: +7 (095) 2492087

"For many years, my services have been employed by famous actresses and the wives of highly ranked officials, as I am considered to be the only person in Russia to be able to cut an exquisite design in a matter of minutes. I

have participated in international professional exhibitions e.g. in Basle, where my stand always attracts new clients as well as those who just come to watch me at work. It is very rewarding to be given all this attention and I am often asked whether my method of cutting without pattern or exact measurements can be learnt, or perhaps it is an exceptional sense of proportion and rhythm available to the few successful and famous who establish rules in the world of fashion.

I suppose the answers come with experience. In 25 years of work I have developed a unique approach to figure analysis, pattern cutting and formation of details of design based on the properties of a given fabric, called "golden cut". This method significantly reduces the margin of error in cutting and secondary corrections, at the same time allowing for the production of fashionable designs for most non-standard of figures.

Today, there are 50 sewing schools based on this method, operating in Russia and other countries. The seemingly effortless cutting and sewing is taught with the aid of the latest visual presentation technology and the best handbooks on my patented sewing and cutting technique - "LubaK's". The first book of the Encyclopaedia of LubaK's Cutting and Sewing Technique, together with the video on design and demonstrative sewing of designer clothes have been presented on the market to assist those willing to learn.

I believe that "LubaK's" patent has a future in the world of haute couture, therefore I invite co-operation with business people with genuine ideas for the best international marketing strategies. I guarantee that the popularisation of my sewing, cutting and teaching method is a gold mine waited to be explored."