



AIKA ALEMI  
PRESENTS WHITE PLENTY

WHITE PLENTY FROM AIKA ALEMI  
S/S 2014 COLLECTION

AT  
SCOOP  
INTERNATIONAL FASHION SHOW  
21-23 JULY 2013  
SAATCHI GALLERY – LONDON

AIKA ALEMI IS THE FIRST PREMIUM FASHION  
BRAND FROM A FORMER-SOVIET COUNTRY TO EXHIBIT AT SCOOP

Scoop, Europe's most exciting fashion trade show exhibits emerging and established directional fashion designers. Elegantly curated, the sixth edition of the influential boutique womenswear tradeshow will bring more than 400 creative fashion, accessory and jewellery labels alongside the exhibiting painters, sculptors and installation artists to the Saatchi Gallery in Chelsea and Phillips in Victoria.

Aika Jaxybai, creative director of AIKA ALEMI: "There are hundreds of fashion trade shows in the world but I always wanted to be part of Scoop. Its philosophy to bring out and breed the most creative, conceptual and fresh ideas is very close to my motivation as a fashion designer and as an artist".

AIKA ALEMI presents WHITE PLENTY Spring/Summer 2014 collection to UK and international buyers. The title White Plenty is a direct translation from Kazakh "Ak Mol".

"White in Kazakh culture has many dimensions and meanings. Milk products are collectively called "the white" and they are ascribed a magical curative power. White embodies pureness and dedication. Traditionally Kazakhs greeted visitors and guests with food and refreshments of a white colour, symbolizing that the relationship was going to be genuine, pure and of a pleasant nature", the designer explains.

AIKA ALEMI's signature reversible patchworks, quilts and felt-on-silk textures made of natural cottons and silks, luxurious lace and jersey form the basis of the WHITE PLENTY collection.

Day and evening dresses, soft transformer jackets, flowing skirts, transparent shirts, hems and sleeves rich in ruffles and edgy open seams - all create relaxed but elegant looks with multiple adaptable uses.

The designer is inspired by the absolute color of white splitting into a palette of its own: from bright snow white and subtle off white to the 'edible' whites of vanilla, cream, milk, butter – whilst only occasionally allowing a hint of delicate nude, pistachio and sky.

Furthermore Aika sought to express her inspiration for this collection through a short film, also entitled WHITE PLENTY. Directed by Nursulu Jaxybai, co-founder of AIKA ALEMI, the film examines the designer's deep connection and love to nature and the eternal values of dedication, purity and innocence.

*Aika Alemi*

Aika Alemi is a kaleidoscope of Aika Jaxybai's interests and activities: fashion, filmmaking, style, lifestyle and music.

The company produces premium fashion and interior textiles working with Kazakh artisans and craftspeople in Astana, Almaty and other cities in Kazakhstan. AIKA ALEMI also runs workshops for women to prevent the decline of traditional Kazakh patchwork, quilting, felting techniques, as well as creating valuable and skilled jobs for underprivileged women to work in fashion industry.

[www.aikaalemi.com](http://www.aikaalemi.com)

*Scoop International*

Launched in February 2011 by fashion industry expert Karen Radley, Scoop International Fashion Trade Show is a unique event of its kind in the UK and in Europe curating contemporary fashion alongside cutting edge art. Amongst the established and renowned labels exhibiting at Scoop International are Givenchy, Vivienne Westwood, Valentino, Nicholas King, Alex Monroe, Graham & Spencer, Levi's Made & Crafted to name a few.

[www.scoop-international.com](http://www.scoop-international.com)

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