

One of the most successful designers in her home country, Russian VASSA is now set to open her own boutique in London.

With her glamorous avant-garde dresses she has already set the London fashion scene alight at a spectacular catwalk show during the annual United Fashion Forum Review.

Behind the move is fashion promoter Irina Dobbs, who founded the Russian Fashion Forum last year when it was launched with an extravaganza at the V&A attended by 700 guests. Among the celebrity crowd were shoemaker Jimmy Choo, photographer Mario Testino and the Sultan of Brunei. The event was followed by a press lunch at Harrods hosted by Countess Raine Spencer.



Irina Dobbs with Stepan Mikhalkov (left) and Sergey Gorkov

# The Fashion Broker

This year's reception and show at the Royal Academy of Arts, supported by Rolls-Royce Motor Cars London, Chivas (Pernod Ricard) and the bespoke and fine jewellery club Adoreum ([www.adoreum.com](http://www.adoreum.com)) was a hit with international fashionistas.

Also part of the fashion package was a faux fur competition at the Personal Shopping department at Selfridges in aid of the North Crown Foundation for orphaned children in Russia. Irina Dobbs brought together nine designers from five countries and the award for best faux fur creation went to designer Elena Skakun from Russia.

With a background in fashion design herself, Irina has a perfect eye for promoting Russian talent in London – with the help from London-based businessman Sergey Gorkov and restaurateur Stepan Mikhalkov, son of one of Moscow's most respected film directors.

As a fashion distributor the company also stages fashion shows.

This year promises to be busy for Irina with events coming up in Moscow and Ukraine, and another super show at the V & A scheduled for September.

Outside the fashion world Irina is passionate about sports, especially Polo. She loves the danger of parachute jumps and enjoys skiing with her eight-year-old son John.

United Fashion Forum Review  
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Pictures courtesy of UFFR, (l-r): Irina Dobbs with President Putin's horse Albatros; VASSA fashion; designer Elena Skakun and Irina Dobbs; winning outfit by Elena Skakun

