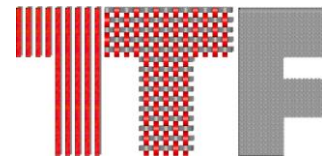




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### ***Award of Textile Science Research Centre (TSRC) for 2018***

**Award in the category II** is assigned to the *students of master study programme Textile and fashion design*: **Damir Begović** for the **most successful artistic work in the field of textiles**:

#### **TRADITIONAL SLAVONIAN TECHNIQUES OF GOLD EMBROIDERY AND GLASS SLIDES IN CONTEMPORARY FASHION DESIGN**

*The collection EX-vonia was created in the course of work on his graduate thesis titled Migrations and Fashion in the Context of Sustaining National Identity at University of Zagreb Faculty of Textile Technology, under mentorship of Assoc. Prof. Jasminka Končić. The collection was awarded first prize at a prestigious competition for young fashion designers iD Dunedin New Zealand and pronounced the best graduate collection at DIPMOD\_4 fashion show in Zagreb. In the light of current massive emigration and economic decline of his native region, the designer addresses the loss of cultural identity through migration. His collection EX-vonia unambiguously reflects the current situation in the country and was inspired by haute couture which symbolizes the affluent West and traditional Slavonian folk costumes as homage to designer's origins.*

*The collection is based on unique traditional goldwork and silverwork embroidery techniques, which were applied using contemporary methods in the construction of hybrid garments such as pelerines, scarves, belts and corsets, whereas anatomically shaped garments are made of fabrics with enlarged goldwork digital print. The central piece of the collection is a red coat embellished with rhinestones and diversely relieved leather patterns. The collection EX-vonia aims to exhibit the opulence of clothing materials and garment silhouettes reinterpreted through the codes of contemporary fashion language.*

**Keywords:** *design, fashion, tradition, Slavonia, EX-vonia*



**Damir Begović**, born in June 13th 1991 in Slavonski Brod, Croatia. He loves fashion and everything that regards art. In 2007 he started School for textile, design and applied art in Osijek, which he successfully graduated in 2011. In 2011 he participated in high school state competition for fashion designers. After high school, he started a study at University of Zagreb Faculty of Textile Technology. He is a winner of 2012 competition "Modni ormar", a professional contest for young fashion designers in Croatia. Since 2013, together with his friend and colleague Domagoj Štimac, is working and presenting for their fashion brand called TWINS. In the same year, they won an award for the best young fashion designer given to them by Croatian ELLE magazine. He finished the bachelor degree in 2014. Then he continued his education at master study at the same Faculty. With his collection "eat me" in 2017, he was acknowledged by prestige fashion page for young designer "not just a label" which categorized him as "black sheep".

In 2018 with graduation collection "EX-vonia" wins on iD Emerging Designer Show in New Zealand. Also for the same collection wins a prize for the best-graduated collection on DIPMOD 4, furthermore gets recognition from TSRC (Textile Science Research Centre) for the best research work in the student category. The main motto in his life is that with fashion you should experiment and play because something that seems ordinary and usual could be great basis line for creativity and production of new clothing shapes. He likes challenges and gets excited about every new project that involves fashion. With this collection, his main goal is to introduce the world to a rich ethnographic heritage of Slavonia and Croatia in general.





