



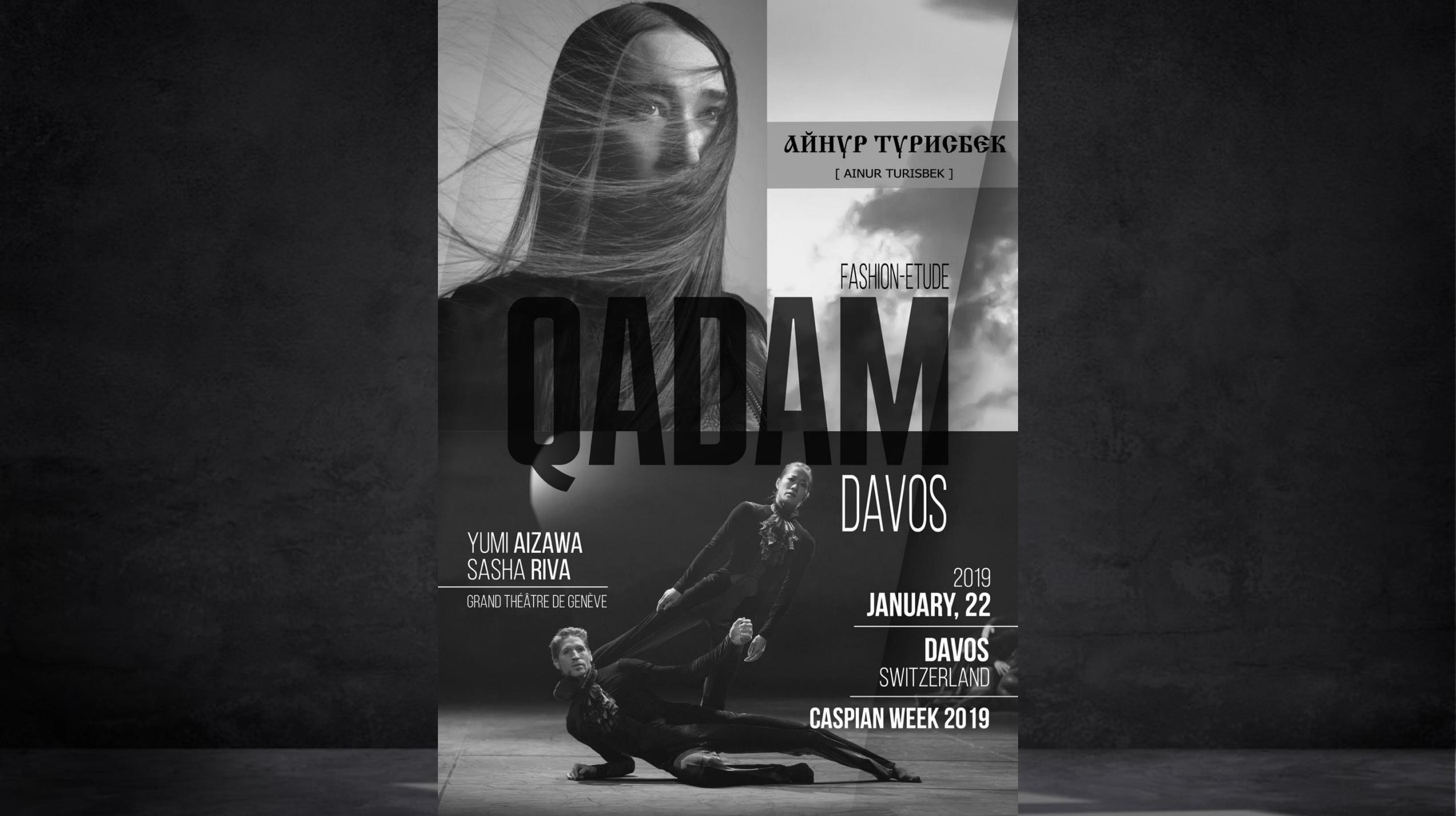
Caspian
week Platform
for global ideas

TURISBEK AINUR ZAUTBEKKYZY

Doctor of Laws

International Conference
Caspian Week 2019
Davos, Switzerland

SPEAKER



АЙНУР ТҮРИСБЕК

[AINUR TURISBEK]

FASHION-ETUDE

QADAM

DAVOS

YUMI AIZAWA
SASHA RIVA

GRAND THÉÂTRE DE GENÈVE

2019

JANUARY, 22

DAVOS

SWITZERLAND

CASPIAN WEEK 2019

QADAM DAVOS PROJECT DESCRIPTION



Consolidation of fashion with the art of dance is what makes our “Qadam” fashion-étude different. Dance is the most ancient of the arts: it reflects the need of a human to transfer his joy or grief to other people through dance steps (Fr. “Pas” - step) going back to the earliest times.

Dance is an expression, the quintessence of daily human movements, primarily characterized by the step. A step is a symbol of living oneself, one’s life.

The concept of the étude is to say through dance and look: “without fear of taking steps, you will gain something really important”.

In the storyline of the étude - Step to Eternity and the birth of a new image occur through the search and dreams of the main character, who is undergoing personal changes. Eternity is a step that lasts longer than life ... It is a person’s worldview under the spanless vastes of the starry sky, ... a person looking for answers to the most important questions ... The “Eternity” has no beginning, no continuation, no end in time ...

The apotheosis of étude will be a fashion show, integrated into the performance, as the symbolism of the many faces of a woman, with the arrival of which a man discovers all of her hypostases.

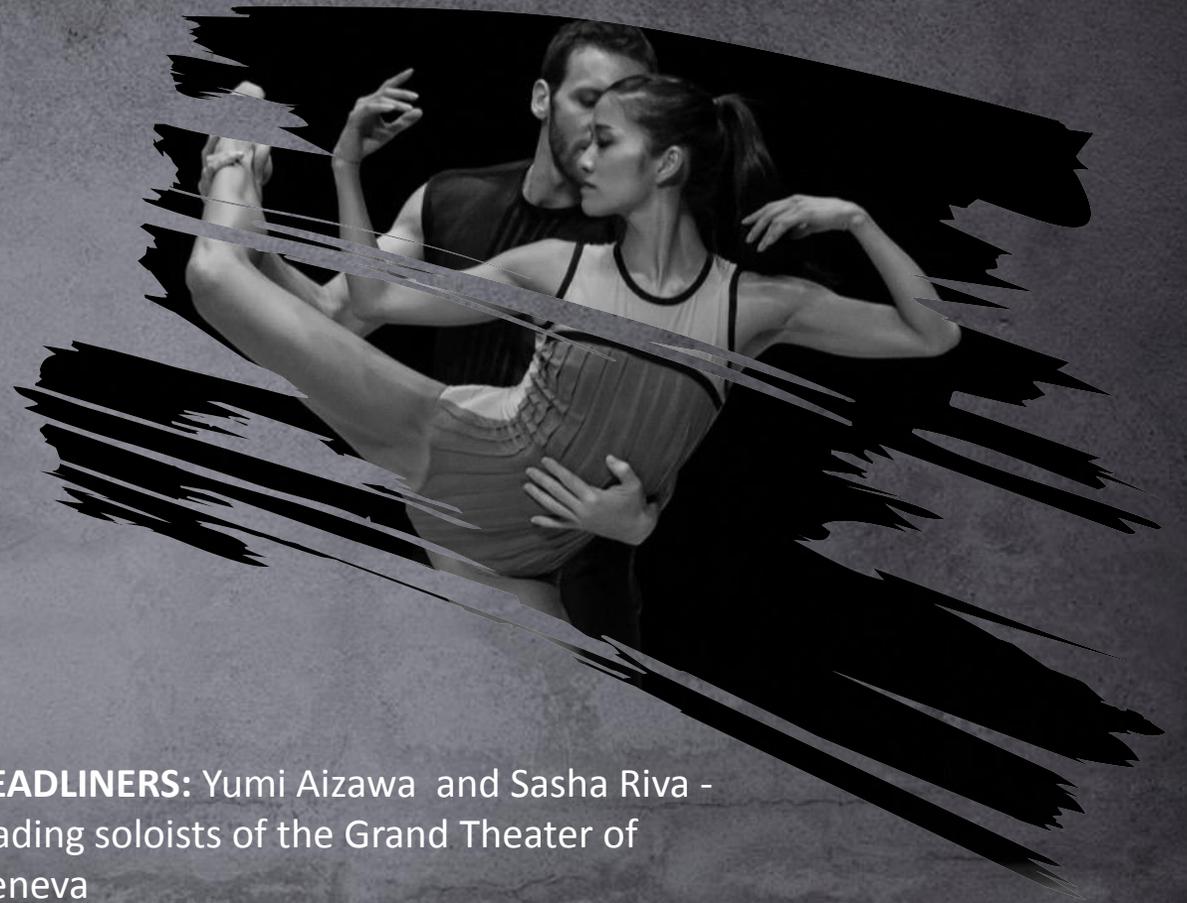
QADAM DAVOS

A boy imagines himself in his old age and comes face to face with "Eternity". And it represents herself - the "Eternity".

He wants to know what happens after the death and what is all this journey that we live.

All questions cannot be answered ... What is eternity? Is there anything really eternal in life? Is it infinite or is there an end for eternity?

So with her ("Eternity") he relives many of his memories and through her, he sees himself as a reflection in the mirror at different moments of his life.



HEADLINERS: Yumi Aizawa and Sasha Riva -
leading soloists of the Grand Theater of
Geneva

QADAM DAVOS ABOUT PARTICIPANTS

The Grand Theater de Geneve – is an opera house in Geneva, Switzerland, founded in 1879, it is recognized as one of Europe's 10 best opera houses and is a landmark for connoisseurs of opera and ballet.



YUMI AIZAWA

Grand Theatre de Geneve, Switzerland

Yumi Aizawa, born in Nagano, Japan, received her ballet training first at the Hakucho Ballet Academy, Japan, and then at the Hamburg Ballet School (John Neumeier), Germany.

After graduation, Yumi joined the Dresden Ballet, Germany, under the direction of Vladimir Derevianko, where she performed pieces from W. Forsythe, J. Kylian, J. Cranko, J. Neumeier. After two years with the company she then joined the Ballet of National Opera of Bordeaux, France, under the direction of Charles Jude. In 2009 Yumi was promoted to a soloist and in 2012 to the first soloist. Her repertoire with the National Opera of Bordeaux includes principal roles in such ballets as *Sleeping Beauty*, *The Nutcracker*, *Coppelia*, *Romeo and Juliette* as well as roles in pieces by different choreographers including A. Preljocaj, I. Galili, J. Kylian, W. Forsythe, G. Balanchine.

Since June 2014, Yumi Aizawa has been a member of the Ballet du Grand Théâtre de Genève, Switzerland.



SASHA RIVA

Grand Theatre de Geneve, Switzerland

Sasha Riva, born in Virginia, USA, and raised in Italy, was first trained at the Milan's Accademia di Danza Contemporanea del Teatro Franco Parenti, Italy, and then at the ballet school of Hamburg, Germany. While still being a student at the ballet school, Sasha Riva choreographed his own work for the Workshop of Creativity at the Ernst Deutschtheater: *La mia testa* (2010) and the solo *Thankful* (2011) to the music by Josh Groban. In 2010, Sasha choreographed and danced the role of the narcissist for the world performance of *The Broken Mirror* at the Hamburg College of Fine Arts.

In 2011 he became a member of the Hamburg Ballet, Germany. During his five seasons with the company, Sasha danced different solo roles that were created for him by John Neumeier and also performed various roles from the repertoire of the company. Since 2016 Sasha has been a member of the Ballet du Grand Theatre de Geneve, where he performs in ballets choreographed by Pontus Lidberg, Jeroen Verbruggen, Claude Brumachon, Andonis Foniadakis, Ken Ossola, to name just a few.

In 2012 Sasha was awarded the title of *Promising Young Talent 2012* by the German *Tanz* magazine and in 2017 he received the International Award of Merit from the artistic director Mauro de Candia during the Gala Tersicore in Italy.

ABOUT DESIGNER

A designer from Almaty, who seems finally will make fashionists from all over the world to learn a new geographic location for them. Having debuted at native country in the fall of 2012 at the podium of Kazakhstan Fashion Week, she decides to “go beyond the usual framework” of the Kazakhstani studio and actively promotes the brand in Paris.

Admired by stylists and photographers her clothing started to appear on the pages of the world’s famous fashion magazines: Numero, SSWA, Elle France, Vogue Italy, L'Officiel. First of all, Martin Solveig performs at “Tomorrowland” festival in front of a large crowd of spectators dressed totally in Ainur Turisbek. Second of all, French L'Express publishes Cara Delevingne wearing Turisbek’s high laced - boots. Kazakh celebrities and fashionists start to queue at her showroom. Third of all, what is the reason of such a confident rise of Turisbek?

AINUR TURISBEK



A lawyer by education and designer of the soul’s calling, Ainur frankly admits that she was brought into fashion her own love for non-trivial style decisions. Loyalty to yourself! - that's the guide line of her entire clothing line.

Maneuvering between nomadic ethnicity, sports, and biker themes, Turisbek reveals milestones of her own live in each collection: childhood at the sunset of the USSR empire, police service, penchant for martial arts ...

Her unique handwriting resonates in the hearts of those to whom aplomb and bombast are alien, those whose external image correlates with the internal. At various times the brand was represented in the Saks Fifth Avenue department store in Almaty, as well as the “Ainur Turisbek Space” monoboutique in Shymkent city and now in the “Ainur Turisbek” boutique (Villa Boutiques & Restaurants) in Almaty City.



After the debut on the podium of Kazakhstan, the designer - a person of natural gifts went to conquer the podiums of the Near Abroad, to Ukraine, Azerbaijan and Georgia, where she meets with Parisian insiders. The official distributor of the AINUR TURISBEK brand in Paris is the Boon Paris showroom. At the moment, it is the only brand from Kazakhstan, which is represented in the high-end segment in Paris, along with the world's leading brands and operates through the “designer-showroom-buyer-shop-consumer” scheme accepted in the fashion community. PR-promotion of the brand is engaged in the Parisian agency PRESSING.



A perfectionist by the nature, Turisbek quickly realizes that true recognition and success are possible only where fashion as a cult came into being. New experience could not but reflect on her work: clothes has become more characteristic, the concept is more and more definite. Among the admirers - Tuomas Laitinen, Chris Vidal Tenomaa, Lotta Volkova, Marie Ameli Suvo, stylists, fashion magazine editors, models - the popularity of the brand in the West is gaining momentum.



*Publications of the brand Ainur Turisbek in the foreign press

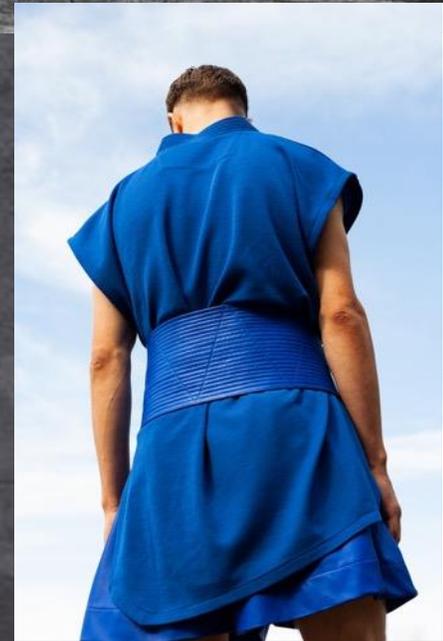


With her SS2015 collection, Turisbek won the Original Design award at the Festival Della Moda Russa in Milan. She is invited as a headliner at Fashion Week in Monaco and other countries. The dedication to the beloved work pays off: in the asset of the designer such awards as “Fun.Fearless.Female” of the Cosmopolitan magazine, “Narodny Lyubimets”, “GQ” award.

The driver of domestic fashion Turisbek does not forget to adapt international experience in her native land and arranges a personal performance - the SS2016 show on the Bridge of the First President Park – it is a new format of holding fashion events. Models defile under the open sky, in addition to grateful spectators, ordinary passersby watch the action. Ainur engages art theater for working with stage direction, she successfully collaborates with them in the several other projects.



Runway show of the Fall-Winter 2016-17 was held in the shooting pavilion of the "Kazakhfilm" film studio. Turning for inspiration to the punks, new romantics and bikers subcultures, Turisbek creates an eccentric men's collection, in which masterfully mixes the past of Soviet Kazakhstan with the exotic attributes of nomads. In the summer of 2016, Ainur won the "ELLE STYLE AWARDS" in the "Best Designer" nomination. In March 2017, the designer presented Kazakhstan in the global project "ELLE FASHION NOW!" – of "ELLE" French magazine, according to the results of which she was included into the top 20 designers from all over the world among 44 participating countries (12th place).





WINNER
Cinema
World Fest
Awards



WINNER
Silver Lei
Honolulu Film
Award



Bideodromo
International
Experimental
Film and Video
Festival



40th Etche
International
Independent
Film Festival



SELECTION
Wasteland Film
Festival



Hamilton
Film Festival -
Canadian Film
Market



SELECTION
Berlin
Fashion Film
Festival



SELECTION
Miami
Fashion Film
Festival



SELECTION
Chelsea
Fashion & Film
Festival



ШЕЖІРЕ

АЙНУР ТҮРИСБЕК

[AINUR TURISBEK]

Fashion Film
SHEZHIRE

Directed by
YELENA ROMANOVA

Written by
ZHANAR KARIBAY

Produced by
AINUR TURISBEK

FASHION - FILM SHEZHIRE

Based on the collection Spring - Summer 2017 and being a retrospective of her brand aesthetics "Shezhire" is a fashion-film (short film) with the same name produced by Ainur Turisbek's team. Zhanar Karibay is screenwriter of the film, Elena Romanova is director.

Fashion Film is a new powerful communication tool for a designer with her audience, which replaced the static nature of a printed photo.

The film not only represents the DNA of the brand through clothing, but also tells the story of honor, military valor, strength of spirit, the importance of family and cohesion. The "Shezhire" collection is a continuation of the "new ethnics" the theme that become attractive to designer - a modern interpretation of the historical heritage of the Kazakhs.

The film has now received nominations at such festivals as the Miami Fashion Film Festival, the Bideodromo International Experimental Film and Video Festival, the Hamilton Film Festival - the Canadian Film Market, the Wasteland Film Festival, the Berlin Fashion Film Festival, the 40th Elche International Independent Film Festival and won the Honolulu Film Awards, Cinema World Fest Awards.

The guide line of the collection is ornate embroidery with a patriotic message that adorned the backs and sleeves of dresses and shirts.



AWARDS



- “Kazakhstan Fashion “best debut” autumn, 2012 SS2012-2013 collection
- Cosmopolitan “Fun.Fearless.Female” - 2013
- “People's favorite” (Rus. “Narodny Lyubimets”) - 2013
- “GQ Lady Style of the year” - 2013
- “Kazakhstan Fashion Week” – “Best designer”, “Best collection” - April 2014, collection AW 2014-2015
- Festival of Russian Fashion in Milan - SS2015 - “Original Design” Award November, 2014
- “Kazakhstan Fashion Week” - AW2015-16 – “Best designer” - April , 2015
- ELLE STYLE AWARDS from Elle Kazakhstan magazine - “Designer – Permanent Success” - July, 2016
- ELLE FASHION NOW award from ELLE France - 12th place (44 participating countries), March, 2017
- “Shezhire” film - Selections - Miami Fashion Film Festival, Bideodromo International Experimental Film and Video Festival, Hamilton Film Festival - Canadian Film Market, Wasteland Film Festival, Berlin Fashion Film Festival, 40th Elche International Independent Film Festival № WINNER - Honolulu Film Awards, Cinema World Fest Awards.

FASHION - PERFORMANCE ER-TOSTIK GROOVE. BATA



October 13, 2017 art project AINUR TOURISBEK and experimental theater "BATA"

In the autumn of 2017, Aynur Turisbek generated and staged the first of its kind musical and literary fashion performance based on the ancient epic about the boy Er-Tostic in aesthetics of modern European theater with elements of multimedia together with the "Bata" Theater and Veronika Nasalskaya.

The Aynur Turisbek collection with the same name "Bata" has created unique epic images of the heroes of the performance. The demonstration of the collection itself took place in action, in a continuous movement of music, gestures, reflecting the characters and closely intertwining with the scenes of the performance.

The performance was enthusiastically accepted by fans of the brand that sealed Turisbek's fame of the pioneer of the domestic fashion industry.



FASHION - ÉTUDE

QADAM

АЙНУР ТҮРИСБЕК

[AINUR TURISBEK]

ASYA OSPANOVA

ARSEN IMENOV

“GORETS”

DJ AERO

FASHION-ÉTUDE QADAM

Fashion-étude Qadam was first held on April 28, 2018 at PORSCHE CENTER ALMATY.

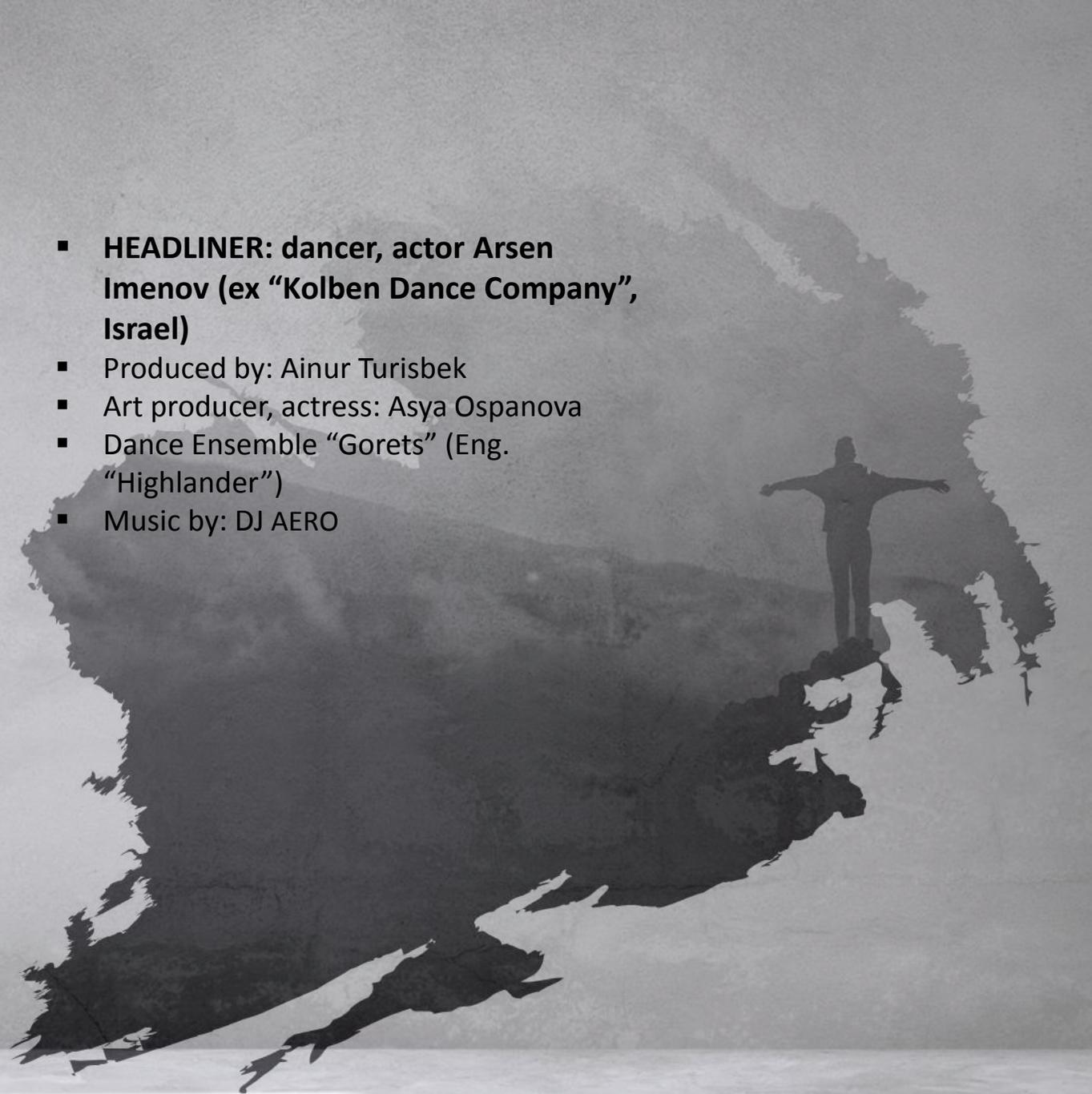
“Qadam” is a unique combination Ainur Turisbek’s new collection, a neo-performance and a dance composition.

Fashion-étude “Qadam” - talks about the importance of accepting oneself, living for oneself, self-development, and steps towards oneself.

Ainur Turisbek as a true artist, goes beyond the usual defile and with the help of her “Qadam” collection creates a conceptual artistic and theatrical work of art. It is in this performance that the rhythm, emotions and feelings are consolidated in the non-trivial design decisions that are presented in all the details of clothes and images created by Ainur.

The dancer and actor Arsen Imenov became the headliner of the fashion-étude, together with the actress and art-producer Asya Ospanova. An insightful and epic performance, penetrating with incredible energy and mystery, took place under the live sound of Dj Aero and the expression of the “Gorets” Caucasian dance ensemble.

- **HEADLINER: dancer, actor Arsen Imenov (ex “Kolben Dance Company”, Israel)**
- Produced by: Ainur Turisbek
- Art producer, actress: Asya Ospanova
- Dance Ensemble “Gorets” (Eng. “Highlander”)
- Music by: DJ AERO



BOUTIQUE AINUR TURISBEK

Kazakhstani designer Ainur Turisbek has opened the first boutique of her brand in Almaty on the territory of Villa Boutiques & Restaurants. Ainur calls it “birth” a dream that has come true and promises that everyone who enters this space will have a full immersion in the brand atmosphere. And also a closer acquaintance with the designer herself. The dream of Ainur Turisbek would not have been realized without the help of two young designers Timur Bisenbaev and Aisulu Uali. Their task was to create a ceremonial atmosphere (shopping - ceremony), while using simple architectural language and modern technology. *“At the entrance, the guests will first see the “veil” that separates the real world from the mystical. Symmetrical cuts of light on the walls and ceiling emphasize the scale of the space and show the clothes in a favorable light”,* – commenting Timur and Aisulu.

Text: Buro247.kz

Photo by: Marina Karpykova



AINUR TURISBEK x GIVENCHY

A private event was held in Ainur Turisbek boutique (Villa boutiques & restaurants, City of Almaty), organized on the occasion of the presentation of a joint project by designer Aynur Turisbek and Givenchy Parfums, inspired by the Industrial beauty trend.

The event exposed exclusive New Year gift sets consisting of items from Ainur Turisbek's collections, Givenchy perfume and decorative compliments, which are fraught with the temptation of the unlawful.

Guests were greeted by the new exciting fragrance Givenchy L'Interdit, a capsular collection of makeup products and advices from the best makeup artists of Givenchy House. The atmosphere of the evening provided with energy of DJ sets performed by Dj Timoffey.



Givenchy name has always served as a symbol of avant-garde elegance. Today, Givenchy cosmetics and perfumes, being advanced and revolutionary, put into life the spirit of the brand's great heritage. Each product created by Givenchy plays the role of a tool of transformation that helps men and women freely express their individuality. Each creation is a true work of art that acquires a unique sound in contact with the personality of the owner, challenging the conventions.



AINUR TURISBEK x ZARINA ALTYNBAEVA

CONTEMPORARY OPERA "THROUGH TIME, CHANGING SPACE..."



Creative tandem Ainur Turisbek and Zarina Altynbayeva presented to their fans an unusual evening, which began with an autograph-session in the boutique (Ainur Turisbek Villa Boutiques and Restaurants), timed to release a mini-album of opera diva accompanied by the

State Academic Symphony Orchestra of RK. Each composition played on the stage of Fashion bar Almaty, the audience was accompanied by stormy ovations. What is the mini album about? Judge for yourself.

"Through time, changing space. 1859 year. Twelve paper sheets written in ink are put in a telegram, and the addressee is the publisher living in Berlin. On one of the pages of the manuscript, the phrase was put out with a careless gesture:



"It is not the consciousness of people that determines their being, but, on the contrary, their social being that determines their consciousness".

The fragile operatic diva - Zarina Altynbayeva finds an artist who dresses her in the mail of a stately image in search of a certain brutality. The biker dress gives a special flair to the arias of the Baroque epoch, and the proud posture and languid appearance of their performer on the stage are transformed into dramatic fatality, - the organizers of the event say.

Like the substance that forms the idea, the dress, as if conducting, directs the melody of the lute, controls its rhythm and places accents on major notes. The event was held in an unusual format, this is not often seen.

Zarina Altynbayeva's voice, passing the time frame, organically enters the brink of brutality of the image created by Ainur Turisbek - a modern materialist from the world of artists, as if passing a verdict: substance defines spirit.

RETROSPECTIVE OF COLLECTIONS BY AINUR TURISBEK

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