

# ELLE COLLECTIVE



## MY POWER RANGERS COLLECTION

I watched crazy Japanese cartoons growing up, and Power Rangers remind me of them. They're futuristic creatures, spacey and come in crazy colours. They're sitting on a cactus – they take care of themselves!

WE LIKE STYLISH PEOPLE WHO FILL THEIR WORLDS WITH **MEANINGFUL STUFF**. SOME OF IT BRINGS THEM JOY, SOME OF IT IS JUST **FASHIONABLE CLUTTER**. EITHER WAY, IT MAKES THEM **WHO THEY ARE**

'Never postpone something you can do now,' says Natalia Alaverdian, 35, the founder and Creative Director of A.W.A.K.E. The advice explains her successful career path to date: after five years as Fashion Director of *Harper's Bazaar Russia* and a segue into photography, she launched her label in 2012. It now has a fanbase that includes Kim Kardashian, Kanye West and some of fashion's most important editors and buyers.

She now lives with her husband in an airy flat in east London. It's filled with vintage finds that show her love of interior design (she loves Angel Antiques Market in Islington), stacks of books and quirkier pieces that display her penchant for futurism.

'My label is a multi-referential thing. In one piece, I can have 10 different references,' she says – and her home is the same.

## MY WORLD / Natalia Alaverdian



## THE PHOTOS I KEEP CLOSE

I have a lot of old family pictures. My mother, grandmother and grandfather have all passed away, so I keep them close. One shows my grandfather when he was serving in the second world war.



## MY ANTIQUE TEAPOT

I found this in a tiny Japanese shop in Angel, London. I bought it because I thought I could use it, but now I feel like I would ruin it, so I just keep it because it's so pretty.

## THE SHOES I MAKE

These are from my SS16 and Pre-Fall 16 collection. I used to hate wearing my designs, it felt wrong. But the more I design, the more confident I become.

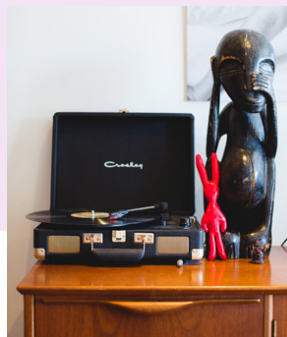


## MY EIGHTIES JACKET

This A.W.A.K.E. jacket is really me and I wear it over a plain sweatshirt. It has a space-cowboy feel.

## MY VINTAGE DISCOVERY

I love this African figure. It cost quite a lot from a vintage market but I just needed to get it. My husband makes fun of it and says it stares at him in a weird way!



Words: Bibby Sowray, Photography: Victoria Adamson.