

THE REAL STORY. . .

"Je crée des habits pour qu'on les porte !». "
Solo-Mâtine interviewed by Odile Habel, ELLE-
Suisse

"Change in few hours from **+50 °** to **-30 °** marked
her childhood. Like it or not, you will see it in her
style too "

Florence Duarte, L'HEBDO

EARLY LIFE

1972 ► Natalia Nikolaevna Solomatina was born
in Moscow, Soviet Union

1972-80 ► Following her parents-diplomates,
grew-up in Algeria, Benin, Nigeria, Togo

1980 ► Returns to Moscow. Clash of climates,
cultures, intercultural sensitivity

1983 ► Junior Champion, gold medal in figure
skating, Moscow, national *club Dinamo*

1984 ► Moves with her family to her father's new
mission in Geneva, Switzerland

1993 ► Graduated with high honors from *HEAD-
Geneva* in fashion design, and joins the fashion
designer Ernst Walder " *A propos*" in Zurich

1995 ► Back to Geneva, Natalia launches her
own label "*Solo-Mâtine*."

2004 ► professor of fashion design department ,
Bachelor level, *HEAD – Geneva*.

EURASIAN FASHION WAY

Bizantium process of ready to wear

Since 2014 Solo-Mâtine working at the new approach in fashion. Developed by a fashion labels as *Feodora.moscow* or *Sakton*. Feodora.moscow allows to create an extremely comfortable wear for an active living, be it leisure or work. Patterns inspired by the traditional principles have been optimised in order to meet the requirements of contemporary customer. Feodora.moscow technical designers to implement these byzantium principles into the industrial process of ready to wear.

2014-2018 ► designer *EURASIAN FASHION TRENDS Sàrl* in Geneva (Switzerland)

2016 – designer, knitting collection AW1718 for *Sakton*, Udmurtija in Ural (RUS)

2016 -2018 ► the senior designer of *Feodora.moscow* (The Russian Federation) fashion design of the ready to wear collections and introducing prototypes to the Industrial process.

2018 ► certificate of professional development specializing in traditional folk costume, Russian Ethnical Museum, Sankt-Petersbourg

YOUNG FASHION TIME

5 years to get 27 points of sale

A Solo-Mâtine outfit is distinctive in structure and fit. Solo-Mâtine's signature style was soon celebrated with her innovative textiles, color mix, embroidery, prints of her own design and Innovative pattern-making.

Fun, sexy and with the touch of humour.

Since 1995, the Solo-Matine collection has extended into a complete womanswear line with jackets, coats, dresses, skirts, pants, shirts, t-shirts, underwear and accessories.

Having always been proudly international at heart, from the early stages of the label, she chooses to produce her collections industrially. She has also produced the limited editions in several color options and sizes.

Since its beginning in 1995, the Solo-Mâtine collection was sold in more than 7 countries, 20 cities and more than 30 stores in Paris, Zurich, Moscow, Barcelona, Milan, Tel Aviv, Lyon, Strasbourg, Besançon, Marseille, Cannes, St-Tropez, Geneva, Montreux, Fribourg, Lausanne, Bern, Basel, Lucerne, Fribourg.

1995 ► Solo-Mâtine's first collection was bought in its totality by one of the boutiques in Montreux.

1996-2010 ► *Talent quest* from *Who's Next -Paris, Igedo* - Düsseldorf, *Village des jeunes créateurs* – Lyon.

1998-2006 ► Solo-Mâtine's collection presented and exposed in *Modestrom -98* Zurich *Platform* in Geneva, *TMC-Avant Garde* in Zurich, *Prêt-a Porter in Paris*, *In Style* in Paris, *Blickfang* saloon in Zurich and Stuttgart, *Bloxa* show in Moscow.

1997 ► Exhibition of *Swiss fashion 1972-1997*, *Swiss National Museum*, Zurich, Solo-Matine collection's purchased by the *National Museum* (ZH).

2003 ► Escape collection is presented at the *Swiss Cultural Center in Paris* during *Paris Fashion Week*.

2010-2011 ► Personal corner of Solo-Matine's collection in *GLOBUS – Geneva* and *Butterfly Shop*, Rublevskoye shosse -Moscow, creators corner in *GLOBUS-Zürich*, *Sunday Up Market – Moscow*.

BETWEEN ART&FASHION

experimental time

In 2002, Solo-Mâtine has chosen the Red Light District (*Pâquis*, Geneva) as the place for her new fashion design creative studio and first free-standing shop in Geneva. At that period, the direct sales of Solo-Matine's brand were privileged. Largely inspired by the contemporary art, her artistic sensibility is also translated through the brand's inventive advertising campaigns as Fashion Films elaborate as creative trio with *lacava*, (Greg Coletta, film-maker) and *pHlegm* (Alexandre Zoudov, sound design). Since the 2000, her collections are shown as performances and happenings in the contemporary art museums and galleries:

2000 ► performance, *Inflate*, for *mudac* opening of that new museum, opening evening, Lausanne

2001 ► exhibition, *Cacophony*, *Centre des Arts appliqués Contemporains*, Geneva

2001 ► performance, *Sa-Ka-Dé*, *Auditorium Arditi Wilsdorf*, Geneva

2002 ► performance, *Cinderella*, *National Swiss Museum*, Zurich

2003 ► performance, *Mécanique*, *BFM*, Geneva

2004 ► *Throwaway Skirt concept*, at BlackBlock, *Palais de Tokyo*, Paris

2005 ► performance, *BB and her favorite pet, cheburashka*, *Bloxa T-Modul*, Moscow

2006 ► performance, *Letter to Jarboe*, *FluxLaboratory*, Geneva

2006 ► performance, *Tchébu goes to the Moon*, *Art-Strelka*, Moscow

2007 ► exposition *Off the Wall*, Solo-Mâtine + Alexandre Petlura, *artenîle*, Geneva

2009 ► installation *Kleid im Kontext*, *GewerbeMuseum*, Winterthur

2010 ► *The woman that I could have been*, transformation performance, *Comédie de Genève*

2011 ► exhibition, *Autofictions et mythologies personnelles*, *Forum Meyrin*, Geneva.

2012 ► exhibition, *Luder*, transformation performance, *HSFG-Basel*

2013 ► exhibitions, *"L'appart Vintage"*, *"Haute Couture*Vintage au Pâquis"* at *l'appart*, Geneva.

COSTUMES–THEATER–WORK

Since 2009, several collaborations with the theater, contemporary dance, festivals and cinema were quite successful. Those collaborations gave birth to a new kind and concept of costumes signed by Solo-Mâtine, with the new logic and the way of thinking.

2009 ▶ costumes-concept for *Barbelo d'Anne Bisang*, *Comédie de Genève*, Geneva

2010 ▶ costumes-concept for *MAPPING FESTIVAL 2010*, Geneva

2011 ▶ costumes-concept for *Katharina*, d'Anne Bisang, *Comédie de Genève*, Geneva

2011 ▶ costumes-concept for *Femme De, cie Caroline2Corniere*, Geneva

2011 ▶ costumes-concept for *Chilly Gonzales*, Geneva -Paris

2012 ▶ collaboration with, *Alexander Soloviev*, Russian filmmaker, in Paris and Madrid

2012 ▶ costumes-concept for *Alkestis*, cie *Anne Bisang*, Geneva,

2014 ▶ 3D Fashion Led costumes for *Mapping Festival 2014*, Geneva

2014 ▶ costumes-concept and realisation for *Rien de Tell*, association *Le Cabaret*, Geneva

2015 ▶ collaboration with *Art-Party-Costumes* Moscow, in charge of production of 550 costumes for *Carmen* The *Bolshoi Theater* Moscow.

PUBLICATIONS :

Publications:

- *Solo-Matine & Alexander Petlura*, OFF THE WALL dialogs, The CREDO edition, Krasnoyarsk (RU), 2007
- ISSUE N#2, Triptych Triip, Design Mode, décembre 2008, Haute école d'arts et de design – Genève
- ISSUE N#8, Experiment HEAD – Genève | Textilmuseum St.Gallen, Design Mode, décembre 2010, Haute école d'arts et de design – Genève
- Solomatine, N. (2016). We want changing your fit. In, Teorija Modi (Fashion Theory Ed.) N°39 (pp281-287). Moscow. Novoje Literaturnoje Obozrenije.