



ZLATNA RIBICA ČEKA LETO

Rođena je u Nišu, gde je završila svetsku književnost. U Solunu se edukovala za stilistu i bila angažovana kao dizajner za grčki brend Access. Posle decenije u Grčkoj, na kratko je došla u Beograd. A onda je otišla u London. I sada lagano i uspešno osvaja tamošnju, a i još mnoge svetske modne scene. Majka je dve uspešne odrasle devojke, doktorke i ubrzo farmaceutkinje. Kofer joj je uvek spreman za nova modna, kreativna i hedonistička putovanja. Zove se Marija, Mary Radenković. Ovo je priča o uspehu jedne samosvesne, zabavne i zavodljive žene.

Da li ste oduvek znali da ćete se baviti modom?

Odrasla sam u porodici koje se tradicionalno bavila modom i drugim kreativnim pozivima. Moj deda je bio direktor "Modne konfekcije Niš", a privatno je imao krojačku radnju za izradu muških odela po narudžbi. Drveni krojački lenjir s kojim me je jurio po bašti kada sam bila nestaćna devojčica, sada drži počasno mesto u mojoj butik proizvodnji u Srbiji, a makaze kojima je krojio modele za džentelmene tog doba koristim prilikom krojenja novih modela. Verovatno je strast prema modi i kreativnosti, mirisu novog materijala, zvuku makaza koje sigurnim potezima kroje neke nove modne sudbine, krenula još iz tog perioda. I sada čuvam sveske iz petog razreda osnovne škole modela koje sam sama crtala i "oblačila" uz pomoć isečaka iz hrvatskog "Svijeta" ili nekog svetskog magazina kojeg bih se uz veliku sreću dokopala. Drugi deda je bio producent i scenarista, pa su ručkovi u Maderi sa doteranim, zanimljivim damama i priče o modi, filmu, kreativnosti bili moji redovni vikend izlasci. Tu sam se zaljubila u tu neopisivu atmosferu kreacije i umetničkog naboja, koja, kada vas jednom zavede učini da ostanete njen večni poklonik.

Koje su bile prepreke na putu do svetske modne scene?

Geografija određuje našu sudbinu, šta god mislili o tome. Činjenica da mi u Izvodu iz knjige rođenih kao mesto rođenja nisu upisani ni London, ni Pariz, ni Milano, niti bilo koja druga prestonica mode, značilo je da moram duplo da se dokazujem, da duplo brže trčim da bih stigla nekog kreativca koji je samom činjenicom da studira, živi i radi u nekoj od zemalja razvijenog sveta, u velikoj prednosti.



Piše: Aleksandar Đuričić

Born in Nis, where she graduated in the world literature. In Thessaloniki she was educated for a stylist and was hired as a designer for the Greek brand Access. After a decade in Greece, she shortly came to Belgrade. Afterwards she went to London. And now she easily and successfully conquers the London and many other world fashion scenes. A mother of two successful adult girls, a doctor and soon a pharmacist. Her baggage is always ready for new fashion, creative and hedonistic journeys. Her name is Marija, Mary Radenkovic. This is a story of accomplishments of a self-aware, entertaining and seductive woman.

Have you always known you would be in fashion world?

I was raised in a family which was traditionally engaged in fashion and other creative calls. My grandfather was the director of Fashion Confection Niš and had a tailor shop for custom-made men's suits. The wooden tailor's ruler he used to chase me through the garden when I was a mischievous girl now holds a place of honor in my boutique production in Serbia, and I use the scissors he used to design models for gentlemen of that time when tailoring new models.

Perhaps the passion for fashion and creativity, the smell of new material, the sound of scissors that are confidently creating some of the new fashion destinies, started from that period. And now I keep notebooks from the fifth grade of elementary school of models that I have drawn and "dressed" with the help of clippings from the Croatian "Svijet" (World) magazine or some worldwide known magazine that I would happily get hold of.



The shooting with Eva Longoria for the cover of Stella Magazine was very relaxing and fun

Kada pogledate u retrovizor koje slike vidite?

Kada neke slike treba da se poslože, razvrstaju, bace, kada naidu trenuci preispitivanja, volim da na retrovizoru poredam sled od Marije na naslovnicu magazina Ana kao pobednicu konkursa za izbor "Lica godine", preko Marije koja sasvim neplanirano stiže u London pre šest godina do slike mojih kreacija u magazinu Tatler u zajedničkom editorijalu sa brendom Damiani, sa kojima inače sjajno saradujem. Moj retrovizor ide u nekoliko pravaca i mislim da mi je to pomoglo da izdržim slike prošle i vizuelizujem slike buduće.

Koje svetske zvezde ste upoznali i kako su izgledali ti susreti?

S ozbirom da posećujem sve značajne modne događaje u svetu često sam na after partijima okružena sa poznatima sa A liste (Eva Longorija, Džesika Alba, Kim Kardašijan su samo neka od imena sa kojima sam imala priliku da se sretнем ili saradujem). Takođe, u današnje vreme ne manje popularne su i blogerke, koje su čak i značajnije i uticajnije za ovaj posao, prepoznavanje ili promociju. Ono što je za mene bilo neočekivano je da prepoznajem u njima toplinu koju i sama imam i ove osobe komuniciraju na način sličan mom: spontano i opušteno. Snimanje sa Evom Longorijom za naslovnicu Stella magazina je bilo veoma opušteno i zabavno. Ona je toliko pozitivna i komunikativna osoba da nisam imala osećaj da se radi o ženi koju sam prethodno samo gledala u serijama i bila inspirisana njenim stilom i gracioznošću.

Kvalitetne savete i podršku sam dobila od Dereka Blazberga, koji se smatra Anom Vinturom socijalnih mreža, a s obzirom na to da je vladajući trend digitala, njegov uticaj sa uticajem najmoćnije dame printa. Kada sa takvima dobijete potvrdu da je Lavishy Appointed intrigantan brend to vam zaista daje vetar u leđa.



My second grandfather was a producer and screenwriter, so lunches at Madera with refined, interesting ladies and stories about fashion, film, creativity were my regular weekend going outs.

This is where I fell in love with that unspeakable atmosphere of creation and artistic enthusiasm, which, once seduced, makes you remain her everlasting follower.

What were the obstacles on the way to the world fashion scene?

Geography itself regulates our destiny, whatever you think of it. The fact that I don't have registered in my Birth Certificate London, Paris, Milan, or any other capital of fashion meant that I had to prove myself twice, to run twice as fast to reach a creative artist who had the advantage of studying, living and working in one of the developed world countries.

When you look in the rearview mirror what pictures do you see?

When some pictures need to be organized, sorted, thrown, when the moments of rethinking come, on the rearview mirror I like to compare the Maria on the cover

of Ana magazine as the winner of the contest for the "Face of the Year", towards Maria, who arrived quite unplanned in London six years ago, to a picture of my creations in Tatler Magazine in a mutual editorial with the Damiani brand, with whom I have great collaboration. My rearview mirror goes in several directions and I think it helped me to endure the images of the past and visualize the images of the future.

What world stars did you meet and how did these encounters look like?

Due to the fact that I attend all the major fashion events in the world, I am often surrounded by after-parties with A-list celebrities (Eva Longoria, Jessica Alba, Kim Kardashian are just some of the names I've had the opportunity to meet or interact with). Also, nowadays bloggers are no less popular, which are even more important and significant for this business, recognition or promotion. What was unexpected for me is that I recognize in them the warmth that I myself have and these individuals communicate in a way similar to mine: spontaneous and relaxed. Shooting with Eva Longoria for the cover of Stella Magazine was very relaxing and fun.

She is such a positive and outgoing person that I didn't have the feeling that she was a woman I had just watched in series before and was inspired by her style and grace.

I have received great quality advice and support from Derek Blasberg, who is considered the Anna Wintour of social networks, and given the fact that he is the leading trend of the digital, his influence with the influence of the most powerful ladies of print. When you get confirmation that Lavishy Appointed is an intriguing brand, it really gives you the wind in the back.

Snimanje sa Evom Longorijom za naslovnicu Stella magazina je bilo veoma opušteno i zabavno