

|○ IVANA OMAZIĆ





IO IVANA OMAZIC

About Ivana

After years of extensive professional experience in the world's most luxurious fashion houses, Ivana Omažić launched her own fashion brand IO. Her fashion credo combines ethics and aesthetics: sophisticated pieces of contemporary design for reasonable prices. In the quest for beauty, she decided to use her know how to bring this quality product to as many women as possible.



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About IO

IO Ivana Omazić is created by a team of enthusiasts who use their experience to interpret the spirit of the time as they feel it. The team is committed to continuously perfecting design, construction, choice of materials, and every other detail in fashion creation, exploring new frontiers and possibilities. We demand high standards in the sewing process, in order to control the quality of the final product.



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About IO

IO Ivana Omazić is a collection of easy to wear but artfully constructed and masterfully produced pieces made of fine, high thread-count natural materials, fine muslin, lightweight poplin, cotton jersey and brushed felpa.



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About IO

A great attention is given to the cut, often with experiments in the construction. The pieces can be easily combined and are very adoptable to almost any occasion. Artisanal techniques of printing make each and every IO piece unique.



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Slow fashion concept

In times of fast fashion we create IO Ivana Omazić slowly and deliberately. We want our clothes to reflect the emotions we live daily, as well as our life philosophy, feel free, no limits, with thousand perspectives.



Slow fashion concept

IO Ivana Omazić is our interaction with the world, with everything that surrounds us and determines us, this is how our collections are created, with a strong personal signature, transmitted to each of our products. IO reflects a confident attitude in style, as well as a powerful fashion statement.



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Hand paint

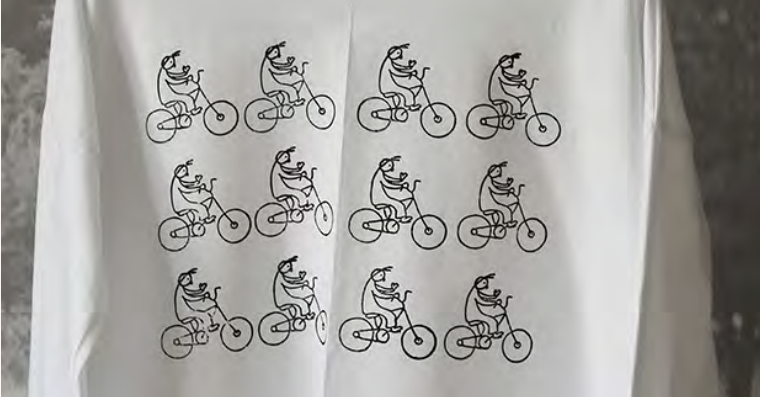
Imperfect brush strokes of intense colors transpose the emotion of manual labor. At the same time, that is our pursuit of perfection in imperfect forms. Brush strokes give us liberty at their positioning, including the sizes and proportions. Part of the collection is colored even before the sewing, emphasizing the freedom in positioning rough lines and forms.



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Artisanal techniques

Using the ancient woodblock technique and stamps made out of linden tree, immersed in a special color, with lots of patience and imagination, we handprint various motives, always in a new and different composition, onto the fabric. In this way, every piece of clothing becomes unique and tells a story of its own.



Our team



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www.ioivanaomazic.com