



FASHION FACTOR  
MAGAZINE

# FF-7

HISTORICAL EDITION



ABSTRACT  
ART  
CATWALK

The First Avant-Garde  
Abstract Art Catwalk in  
Dubai

 [yoona.ai](https://yoona.ai)

 PORTERIUM  
MAGAZINE

ART  
COUTURE

Yoona.ai: Berlin Fashion  
Week's Partners demo of  
concept Art Couture  
designs of Elena Butko's  
mesmerising artworks

*Elena Butko*

Avant-Garde Art

[WWW.ELENABUTKO.COM](http://WWW.ELENABUTKO.COM)



# Elena Butko

As an abstract contemporary painting artist, Elena Butko is always looking for the next opportunity to translate what she experiences into art. Since long ago, She has led a long journey translated to the artworks she creates. Displaying deep and heavy thoughts into unique art pieces.

With artworks showing strength, no fear, power, and depth. Her inspirations are born from something simple at home to whole cities and nature.

Although she has her own particular style and technique that she keeps coming back.

to, as most of her paintings are given numbers instead of names. Her style will always speak to the beholder, leaving room for imagination and interpretation.

Elena holds a Masters Degree in Art Criticism. She also enjoys progressive and alternative music, dancing, photography, and poetry.

AS SEEN ON



A fashion show runway scene. A model with a voluminous afro hairstyle is walking on a runway, wearing a long-sleeved, high-necked, form-fitting dress covered in shimmering silver sequins. The background is a deep red color. The word "VOGUE" is overlaid in large, white, serif capital letters across the center of the image. To the left, another model in a dark, fringed garment is partially visible. In the background, a white banner with a large question mark is visible.

VOGUE



AAVVA

# Unveiling Fashion's Finest: The Spectacular 7th Edition of The Fashion Factor

Press Release March 6, 2024

The Fashion Factor's 7th edition swept the fashion world off its feet with an unprecedented blend of artistry and innovation. Opening the second day was a historic moment as the world witnessed the first-ever artistry luxury carpet fashion show and mesmerizing dance performance, setting an electrifying tone for the day. The avant-garde abstract art catwalk, a breathtaking display of creativity, brought the event to a grand finale, leaving attendees in awe.



Gathering emerging fashion designers from around the globe, FF7 showcased the future of haute couture, with celebrity jurors handpicking the best of the best for the coveted Futurism Awards. Among the highlights was Yoona AI, Berlin's cutting-edge fashion AI design platform, partnering with FF7 to offer the winner of the "Emerging Style Virtuoso" award an exclusive one-year premium subscription. The platform also collaborated with avant-garde artist Elena Butko, translating her abstract artworks into stunning couture designs.

Day one set the stage with performances by Sharmoofters and captivating runway displays by participating designers. But it was day two that truly stole the spotlight, as the fashion world bore witness to groundbreaking moments. From the spellbinding carpet dance performance by Cinar Rugs to the visionary designs showcased in the Avant-Garde Art Gallery Catwalk by Elena Butko, the day was filled with unprecedented beauty and innovation.



Attendees were treated to a star-studded affair, with luminaries such as supermodel Naomi Campbell and ultra-soprano opera singer Emily Thorner gracing the event. The director of the Palace Entertainment Group, Annina Alexis Fedorkova, captured the essence of the evening, highlighting the convergence of art and fashion on a global stage.

*"This is one of the best fashion shows I have attended,"*

*remarked Alexandra Busheva, Assistant Executive Producer of Broadway Entertainment Group, capturing the sentiment of the evening.*

Cinar Rugs, renowned for their exquisite handwoven silk carpets, recently unveiled the Cinar Fine Rugs Museum in Dubai, offering visitors a glimpse into their unparalleled craftsmanship. Meanwhile, Elena Butko's captivating artworks adorned the concept showroom of the Fashion Factor, enhancing the shopping experience for attendees.

Media partners such as Walther Kranz and Marco Polo Experience Magazine lent their support to FF7, amplifying its reach and impact. The event also celebrated the achievements of award-winning designers, recognizing their contributions to the world of fashion and design.

The festivities continued with an exclusive after-party hosted by Roberto's, the famed restaurant located in the heart of DIFC (Dubai International Financial Centre), bringing the two-day extravaganza to a memorable close.

As the curtains drew on the 7th edition of The Fashion Factor, it left an indelible mark on the fashion landscape, reaffirming its status as a premier platform for creativity, innovation, and style.



Links:

The Fashion Factor: <https://fashionfactormea.com>

Cinar Rugs: <https://cinarhali.com.tr>

Elena Butko: <https://elenabutko.com>

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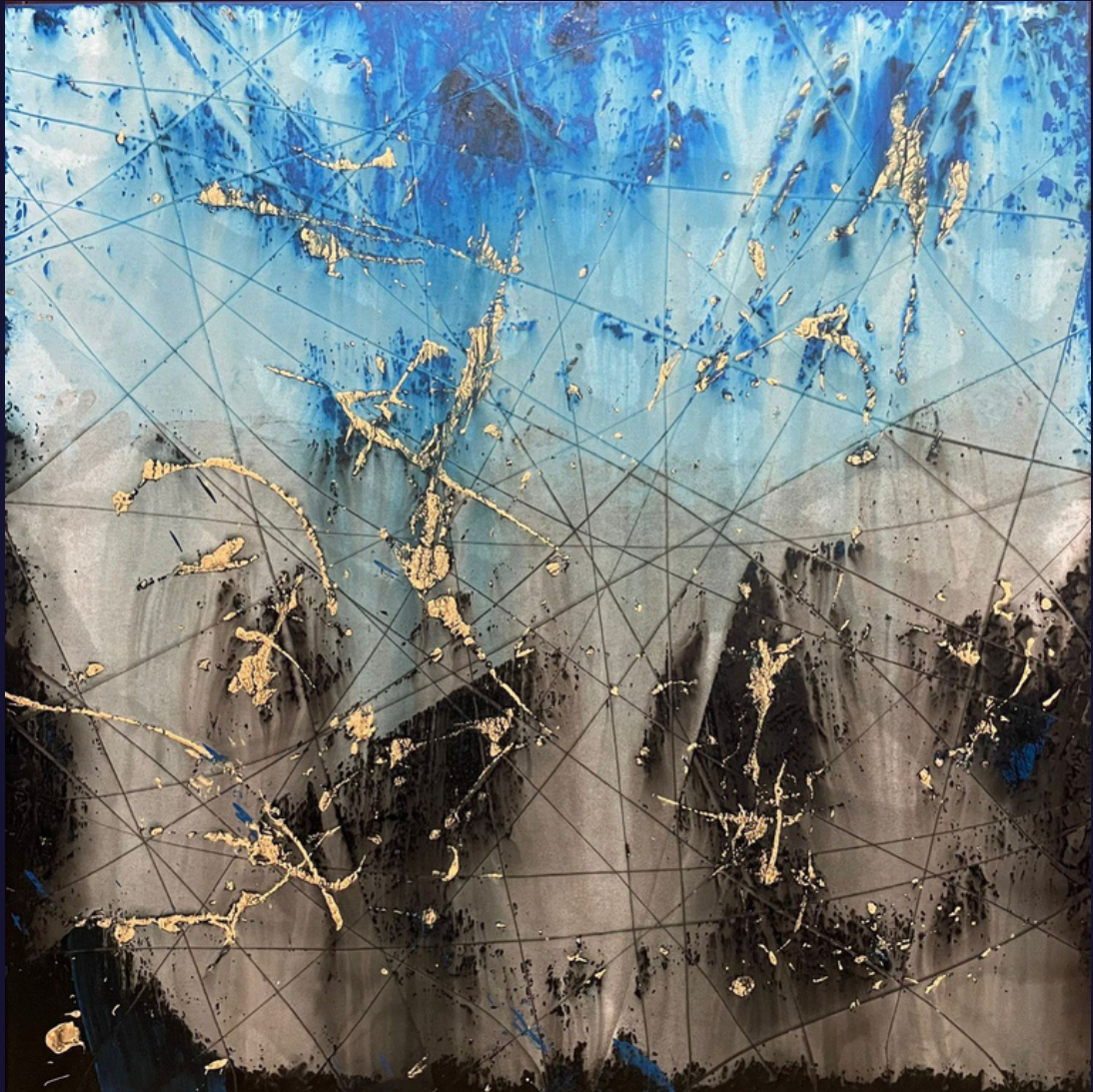
*Elena Butko*

**Avant-Garde Art**

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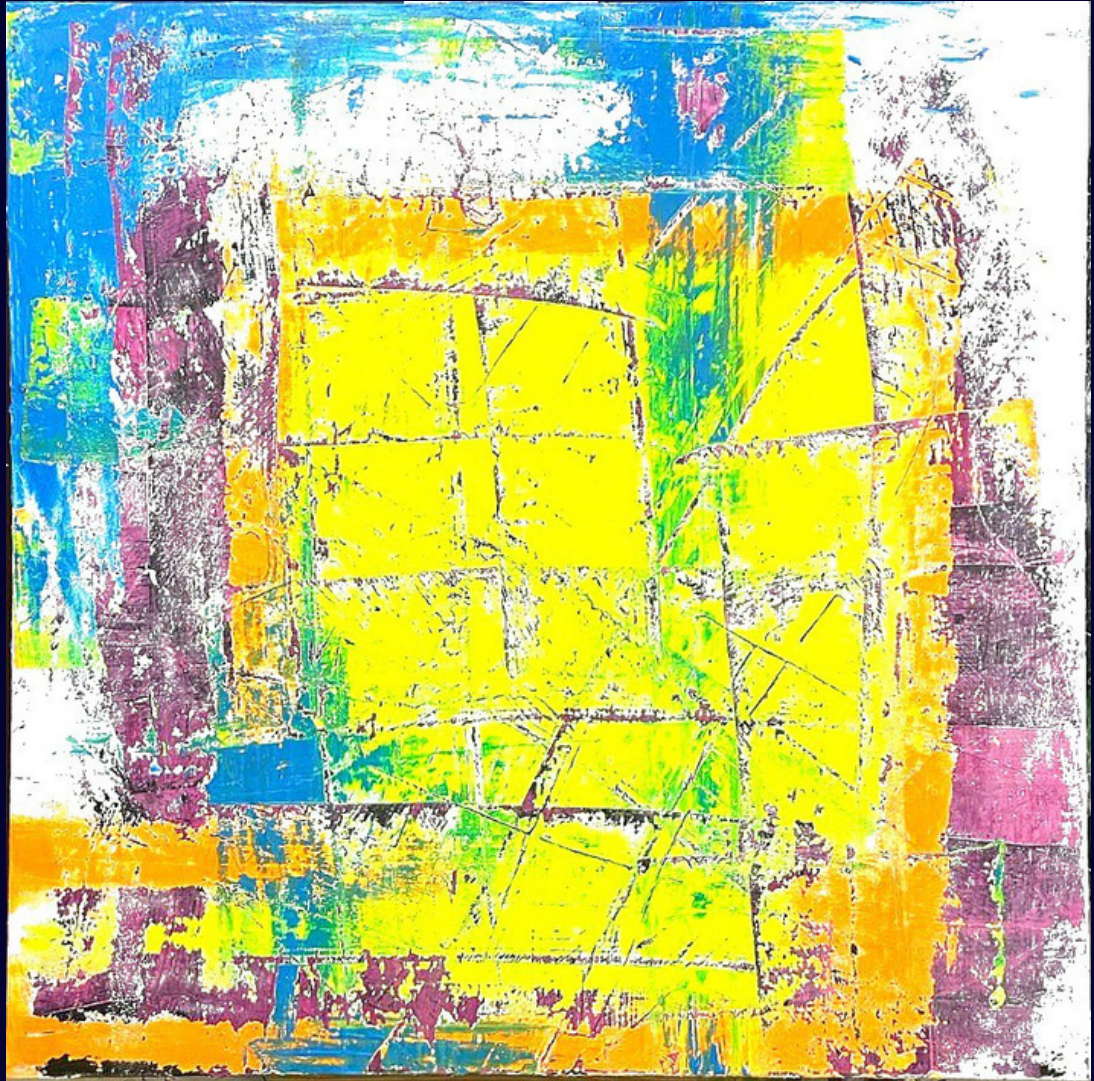
































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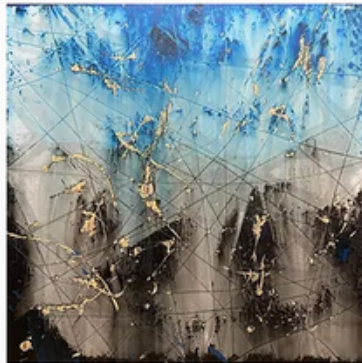


COP28 UAE  
Business & Philanthropy Climate Forum

Wild Fires Maxi Dress Concept  
Collection inspired by Elena  
Butko's "Wild Fires" Artworks



Aqua Life Maxi Dress Concept  
Collection inspired by Elena  
Butko's Aqua Life Artworks



Summer In Ukraine Maxi Dress  
Concept Collection inspired by  
Elena Butko's "Summer In  
Ukraine" Artwork





*Elena Butko*



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*Elena Butko*

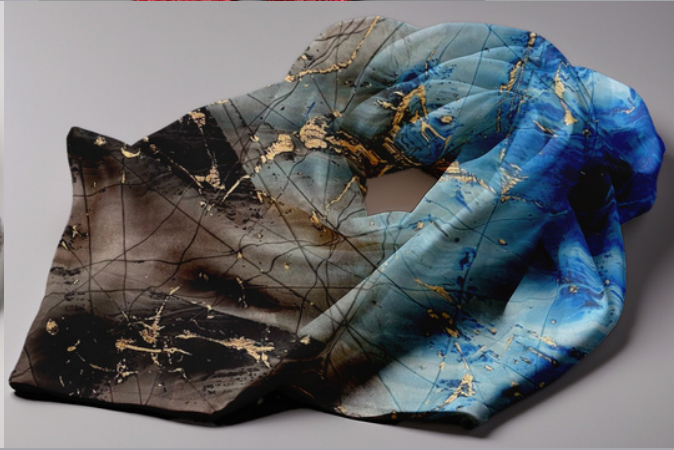
▼ [yoona.ai](https://yoona.ai)



[elenabutko.com/couture](https://elenabutko.com/couture)



*Elena Butko*



**Watch Elena Butko Art Couture  
Promo on**

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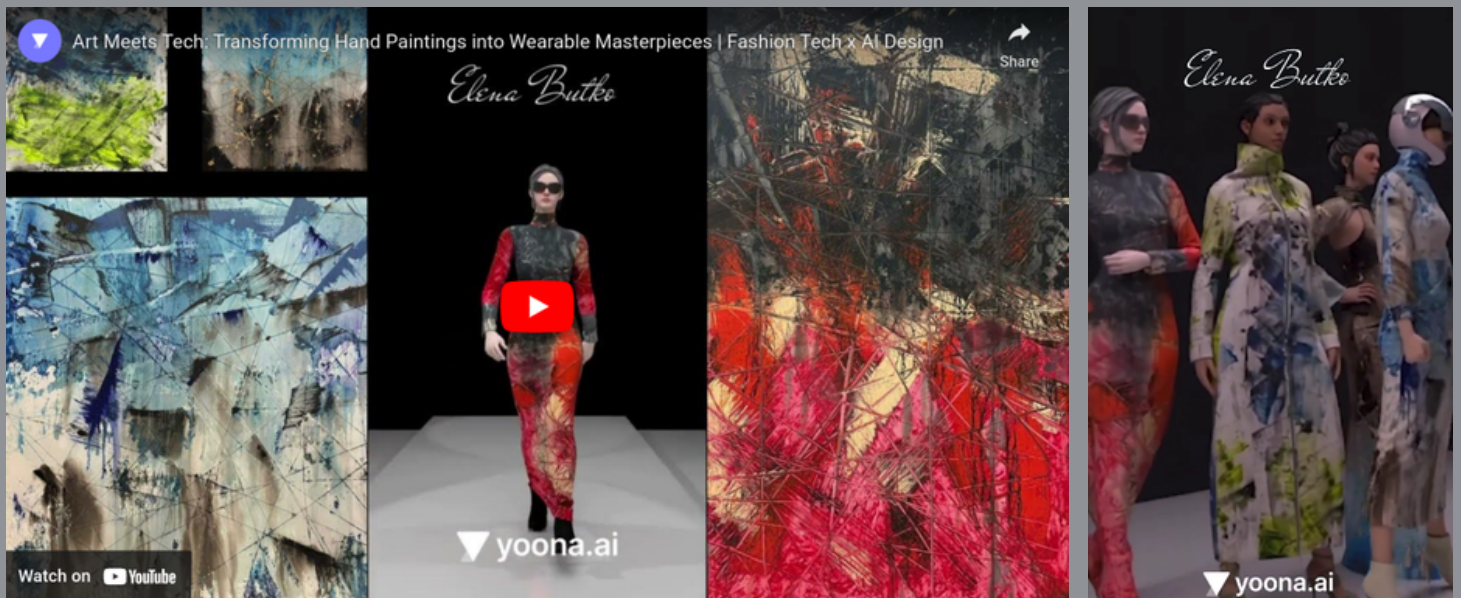
“A captivating collaboration is precisely what we've made possible with this project!

We delved into the mesmerising artistry of Elena Butko, emerging abstract artist and rising star at Fashion Factor Dubai. In a matter of seconds, we transformed her hand paintings into stunning dresses in a seamless fusion of art and cutting-edge technology. We took Elena's masterpieces, turned them into prints, and brought them to life in 4 unique static and avatar designs in our platform.

Join me on this journey as we explore the magical realm where art and tech intertwine. Cheers to Elena Butko for her awe-inspiring creations, and here's to wearing your favorite art with pride!”

Anna Franziska Michel, CEO and Co-Founder, Yoona AI

WATCH YOONA.AI'S SOPHISTICATED DEMO OF  
ELENA BUTKO'S WEARABLE ART DRESSES ON





# yoona.ai

**AI-powered  
design  
process**

*„With Yoona.ai,  
time melds  
with your  
creativity,  
propelling it  
at light speed.  
Reclaim your  
time for what  
truly matters“*

FF

Fashion Factor

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*Elena Butko*

Avant-Garde Art

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