

# **EAST BOUND**

**Polish Fashion Show  
Marks Polish Presidency  
of the Council  
of the European Union**



As part of the cultural program celebrating the Polish Presidency of the Council of the European Union, a landmark fashion event titled EAST BOUND will take place on May 12, 2025, at TRACK in Brussels. This showcase represents a powerful statement of contemporary Polish fashion that uniquely blends history, tradition, and modernity.

The event brings together iconic figures of Polish fashion such as Jerzy Antkowiak, Tomasz Ossoliński, Gosia Baczyńska, and Ania Kuczyńska, alongside emerging independent designers. EAST BOUND is an unprecedented gathering of 20 creators from Poland, Ukraine, and Belarus, featuring almost 100 looks that capture the diversity and richness of the region's contemporary fashion scene. Complementing the runway presentation, a specially curated showroom will display jewelry, accessories, and selected pieces from Polish brands.

"Polish fashion has become an ambassador for our region and a carrier of its values. It stands out through its respect for craftsmanship, innovation, and ability to transform local traditions into a universal aesthetic language. This show creates an opportunity to spotlight talented individual creators while leveraging culture to shape the image of a creative Poland," says Aleksandra Szymańska, Director of the Polish Creative Industries Development Center.

"EAST BOUND presents fashion not merely as a product or business but primarily as a medium of cultural expression. The selection of designers reflects the contemporary phenomenon of the Polish fashion scene - a meeting point for different generations, experiences, and design approaches," explains Karolina Sulej, curator of the show.

The event targets the European fashion industry, business representatives, and cultural leaders, aiming to highlight the richness and dynamism of Poland's fashion sector. EAST BOUND seeks to draw international attention to the distinctive developments in Polish and regional fashion—the fusion of tradition with modernity, sustainable practices, and cross-cultural dialogue expressed through fashion.

EAST BOUND is organized by the Polish Creative Industries Development Center and the Kraina Foundation in partnership with the Adam Mickiewicz Institute. The show is curated by Karolina Sulej and directed by Waldek Szymkowiak. The presentation will feature the Spievy choir, composed of female artists and refugees from Belarus who have found a home in Poland.

Participating designers:

Acephala, Bohema Clothing, CACKO, Dreamland Syndicate, DZHUS, Gosia Baczyńska, HAWROT, Jerzy Antkowiak / Julia Kromolicka, KANVA, Katsiaryna Nestsiarovich, Michał Szulc, ORSKA, Pat Guzik, Rad Duet, Radek Anaïs Laro, Tanya May, Tasha Katsuba, Tomasz Ossoliński, Vanda Novak.



**EAST  
BOUND**

**For more information,  
please contact:  
Magdalena Christofi  
Phone: +48 698 999 005  
Email: [m.christofi@crpk.pl](mailto:m.christofi@crpk.pl)**