

*New collection FROLOV SPRING 2023 — LOVE HURTS*

Plato claimed the dominating role of the bosom in love, but also in negative emotions like fear, anger, fury, and pain. The ancient Greek poet Sappho suffered from her own “crazy heart” which trembled from love. Venus, the goddess of love, was accused of setting hearts on fire by means of her helper Cupid.

The starting point of FROLOV’s new collection is a heart. Not just a body part that symbolizes pure love, but also the heart as the organ which bears sadness, pain, rebirth, fury, strength, and the most powerful emotions a human can feel. The mix of feelings and emotions that are in the hearts of the majority of Ukrainians and the brand’s creative director Ivan Frolov.

According to Frolov, the brass knuckles designed by artist Vova Vorotniiov embody the new collection the best. *“For the LOVE HURTS collection by Ivan Frolov I designed brass knuckles that exist as a decorative design and a real object. It’s an impossible item, you can’t strike a blow with it without hurting yourself. In a way, it is also a reference to Man Ray’s 1921 dadaist creation “Le Cadeau”, an iron with pins,”* Vorotniiov says.

In LOVE HURTS the designer finds new forms and colors that are not characteristic of the brand. The necklines of corset dresses and corsets take the shape of a broken heart. Bras and panties become bows. A new ornament by Vova Vorotniiov appears, consisting of several shapes: a heart, a trident, and the cossack cross. Skirts become voluminous. While sequins add a new sparkle to the items.

Besides, the LOVE HURTS collection is the first where FROLOV pieces are embellished with Swarovski® crystals. Having an agreement, FROLOV became the first Ukrainian brand to become Swarovski® Ingredient Branding partner.

The digital runway of the collection was broadcasted live during Kyiv Art and Fashion Days event in New York, where LOVE HURTS was also represented physically. FROLOV will also show the collection during Milan and Paris fashion weeks this season.