

# HUNGARIAN FASHION AND DESIGN AGENCY





ISTENHEGYI ST. 18.  
H-1126 BUDAPEST  
SALES@HFDA.HU  
+36 30 179 5709  
WWW.HFDA.HU

@hfdagency #BudapestSelect



---

The Hungarian Fashion & Design Agency was established as a subsidiary of the Hungarian Tourism Agency in 2018, with the aim of providing structured and efficient professional assistance to all players in the industry.

There is vast economic and touristic potential in the fashion and design industries. The Hungarian government intends to develop these areas. The aim is to boost the recognition of the clothing and textile industries, and the different branches of light industry connected to fashion and design, so that their reputation can match their traditions, and Hungary can become the centre of this region. In order to achieve this, it was necessary to establish a state-owned non-profit organisation that can collectively represent the participants of the industry.

Throughout its work, the Hungarian Fashion & Design Agency collaborates with Hungarian and international professional organisations, educational institutions, members of the public, and private sectors, in order to mutually establish the most important pillars of their strategy.

Collaborating with Hungarian and international professional organisations—with a special focus

on involving designers, creative professionals, and manufacturers of the Hungarian diaspora in the industry—plays a key role in achieving their goals.

We consider improving and supporting the manufacturing sector—and within that vocational training in the industry—to be crucially important. For that it is essential to improve the prestige of vocations suffering from labour shortages, to pique interest in these and to boost the employment rate.

Besides the above, innovation, research and development, as well as sustainability in the industry all play an important role.

One of our priority tasks is to support the incorporation of fashion and design into Hungary's public image, to turn these into touristic selling points and thus generate tourism revenue.

We aim to build a bridge for graduate designers between finishing school and starting a job, with the help of mentoring programmes. Thanks to this, new brands will emerge and become well-known and acknowledged both internationally and within Hungary.

We consider it important that more and more people recognise the creative potential in Hungarian fashion and design. A tool for this is to enable Hungarian brands and manufacturers to represent themselves at a high level on the international scene.

---



**ZSÓFIA  
BATA-JAKAB**  
CEO

Thanks to her previous experience, she has a wide knowledge of various aspects of both the Hungarian and the international fashion industry. She was the marketing and sales manager of a Hungarian

fashion brand for years, thus gained a comprehensive insight into the situation and difficulties of the members of the Hungarian fashion industry. Later on, she took a job as project manager at the largest state-owned manufacturing company. Afterwards, she went on to work for a world-renowned fast fashion brand as an executive.



**ANITA  
FORINTOS-SZŰCS**  
FASHION DIRECTOR  
DEPUTY CEO

She has gained work experience in four different sectors, managing several Hungarian and international projects. Until 2018, she was the manager of a Hungarian brand, therefore she has an extensive knowledge about

the strengths of the fashion industry and the areas in need of development.



**ÁRPÁD  
KERESZTURY**  
DESIGN DIRECTOR

In his professional career, and throughout his work over many years, he has proved himself in a number of fields in senior positions. During his past endeavours and previous work, he built a successful private company in the design sector; served

as Deputy Vice-President at a leading bank; and further, was also responsible for projects regarding sales and finance. He has several years of experience working abroad, and gained international experience working in the United Kingdom, Costa Rica and Bolivia.



**SZONJA  
PUSZTAI-PINTÉR**  
MARKETING AND  
COMMUNICATIONS  
DIRECTOR

Working at a leading integrated communications agency, she has gained extensive knowledge and experience in numerous areas of marketing and PR communications.

She has been responsible for various, both domestic and international client communication strategies; ATL and BTL campaigns; rolling out new branding identity and CSR campaigns, and has also supported clients as a development co-trainer.

Hungary's exceptional geographical position along with its significant past in the textile and clothing industry, its artisanal and cultural background, and the creativity of its contemporary designers all pave the way for Budapest to become one of the key fashion centres of Central Europe.

The clothing industry is as old as Hungarian industry. At the end of the 1800s, Hungarian fashion stores created their products following the "insurpassable Parisian mode." Alter&Kiss was considered one of the leading fashion houses of Austria-Hungary and the Central European region, but Klára Rotschild and Tamás Király are also significant figures of the Hungarian fashion history. Besides these strong traditions, we have also seen the arrival of a new generation of—now globally recognised and acknowledged—Hungarian brands in the last ten years.

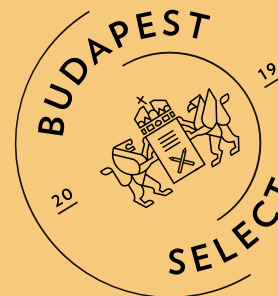
The fashion industry division strives to provide the best and most promising fashion brands with a chance to build a successful career and business in Hungary in the future. It also supports contemporary Hungarian designers and the "great designers of the future" to gain the necessary knowledge in the profession, and to take advantage of commercial opportunities both in Hungary and abroad. Our aim is to strengthen the Hungarian fashion industry and developments in manufacturing, and also to incorporate fashion in the country's public image.

## HFDA CNMI MENTORING PROGRAM

The partnership between Hungarian Fashion & Design Agency and the Camera Nazionale della Moda Italiana goes back to August 2018, when the parties made a strategic agreement to help Hungarian fashion industry players in entering international markets.

As a part of this agreement they have established the CNMI x HFDA Mentoring Program, which have already opened up new international perspectives for many brands. The main indicator of its success is that designers who have completed the program, now have a wider export base and a proven position on foreign markets as well. The most defining part of the program is the participation at Milano Fashion Week which brings the long-awaited breakthrough for numerous designers.

This season five Hungarian brands will launch their collections on the road of to foreign expansion: **Kata Szegedi, NINI, MERO, ZIA budapest and THEFOUR** will be those who carry on the reputation of Hungarian fashion industry.



Besides knowledge transfer and newcomer support, the Hungarian Fashion & Design Agency provides an important international network by creating and supporting professional opportunities for talented Hungarian brands under the agency's umbrella brand entitled Budapest Select.

Camera Nazionale della Moda Italiana and Hungarian Fashion & Design Agency bring the colorful and creative Budapest to Milano Fashion Week through exciting collections of Hungarian designers. Owing to the common mentoring program, the vibrant whirl of Hungarian brands can be visited from 23<sup>rd</sup> to 28<sup>th</sup> September 2020 inside the Fashion Hub at Museo della Permanente – via Turati, 34 Milan. During the week, you can join the world of Hungarian designers and find out what inspired them to create their collections.

On September 25<sup>th</sup> at 12:30 pm, a collective fashion show will present the most thrilling Hungarian pieces.

Between 6<sup>th</sup> to 7<sup>th</sup> October 2020 all brands of the HFDA CNMI mentoring program will present their collections as part of a digital fashion week at the 6th Budapest Central European Fashion Week on [www.bcefw.com](http://www.bcefw.com)



## KATA SZEGEDI

The Kata Szegedi brand was brought to life through a university friendship: the brand's founders, Kata Szegedi and Dániel Benus met in 2002, while they were both still students. They hit off straight away, which then led them to join forces and jointly establish the Kata Szegedi brand in 2019.

The design duo's beliefs can be best described by the term "Object of Desire": the pieces they design are completed with an architectural line where the main element is passion and the longing for objects. The enhancement of contrasts is an element that can be found in all the outfits of the brand – present everywhere from silhouettes to the usage of shapes, materials and colours. The wearers of Kata Szegedi represent themselves confidently and appreciate originality, radiating sensuality with their outfits. The design pair draws inspiration from contemporary art, however youth culture

and urban lifestyle also have a strong impact on their collections – traits that make the brand particularly attractive to customers. In recent years, the brand has increasingly shifted towards sustainable and slow fashion, with the frequent usage of vintage materials giving the brand a boost.

The design duo is also becoming more and more recognized internationally: they have toured in Helsinki, Berlin and Zagreb with their collections, and are also well-known in the world of celebrities. In the past few months, they also had the opportunity to work together with the experts of Camera Nazionale della Moda, who provided the brand with guidance on their plans to expand internationally.

[www.kataszegedi.com](http://www.kataszegedi.com)

Object of Desire



KATA SZEGEDI



## NINI

The NINI brand was launched in 2015, by the brand's founder Nini Molnár. The designer studied in London, where every day she walked past the shop windows of the biggest fashion houses. It was during these walks when she decided that one day she would design a handbag which people would turn around after on the street. Nini's big breakthrough was made thanks to a bag reminiscent of a pom-pom, the Pombag, which, after just a single post, already attracted a huge amount of interest on social media. An essential element of the NINI bags is the shining star, which represents a personal message of the designer. With the motif, Nini wants to remind its wearers that they can achieve anything they dream of with enough perseverance and hard work, and their ceiling is the starry sky.

Nini's positive attitude, style and energy appear in each and every piece: her travels

and multicultural experiences come to life in her bags. Nini's customers call the works of the young designer as "must-have" items and always highlight their practicality and affordable price. From a commercial point of view, one of the brand's greatest strengths lies in the fact that the designer's love for Hungary is also embodied in her products: Nini uses forward-looking handicraft techniques along with the values of the past.

When implementing her plans, the brand relies on a strong domestic manufacturing base that works with only the best materials and professionals. According to NINI's customers, Nini bags have a place on the catwalk due to their rich and attention-grabbing details, which the brand is consciously building thanks to working together with the experts of the Camera Nazionale della Moda.

[www.ninimolnar.com](http://www.ninimolnar.com)



NINI



The MERO brand was founded by the twins Péter and Bianka Merő in 2014. Founder, Péter Merő always had a close relationship with arts, as he worked as a theatre ballet dancer for 10 years in Berlin. It was in Berlin where he found his true calling and passion: the creation of clothes. One day he realized that he was spending more and more of his time in the theatre's sewing room, where he mastered the tricks of the profession on his own. From this point onward, there was nothing that would stop him: he carried on designing couture pieces that to this day, are still dominant features of the brand.

The designer duo has consciously let go of the trend-following approach and instead believes in classic and enduring pieces, spiced up with a drop of drama. With their clothes, they are giving women not just elegant wear, but also a sense of life: they can live and let out the woman with a thousand faces inside them.

Wearers of Mero clothes are timeless, mysterious and playful women who have enough self-knowledge and confidence, to love and respect their bodies and dress exclusively for self-expression. An important cornerstone of the brand is the timeless value of women, authenticity and self-identity.

MERO creations have been worn by world-famous stars such as Pamela Anderson or Nastassja Kinski. The appeal of the brand lies in its limited-edition pieces, rich details and high quality workmanship. Customers identify them with high-quality but affordable tailoring. For months, they have been working together with experts from the Camera Nazionale della Moda, to plan their steps to expand abroad.

[www.petermero.com](http://www.petermero.com)

*You never have a second chance  
to make a first impression*

*Marta*





## THE FOUR

BUDAPEST

The FOUR brand is celebrating its 10th anniversary this year: the collaboration between the brand's founders, Anett Gálvölgyi and Márton Miovác, started out within the walls of their university. They already knew as groupmates, that together, they would be able to create a big difference. From the very beginning, the solutions resulted from the pairing of traditions and innovations have been inseparable from the founders. The designer pair enjoy giving bold interpretations of traditions. It was with one of these ideas, that they came to the public's attention with an idea where they used their t-shirts to portray the best-known Hungarian outlaw in history as a superhero.

These surprising visual elements have accompanied their work ever since. Reflecting on the processes taking place in the world has always been an important aspect for The Four, and as a result, all of their garments can be seen as a

powerful visual message. Anett and Márton design clothes for women who are modern, open-minded and last but not least, confident in what they want. The design pair always strives to create sophisticated and wearable pieces that come to the forefront through their cleverly cut lines and clean shapes.

Sustainability plays a significant role in the brand, which is also highly valued by customers of THE FOUR, as the importance of zero waste in fashion is becoming even more widely recognized. Their customers see The FOUR as a streetwear brand that cannot be left out from any wardrobe. The designer couple aims to continue the path they have set for themselves with the support and help of their mentors from the Camera Nazionale della Moda.

[www.thefour.hu](http://www.thefour.hu)



THEFOUR  
BUDAPEST



# ZIA

BUDAPEST

The story of ZIA began in 2017, with the brand founder Anett Csizmazia, who was the first designer to create a #highstreetstyle fashion brand in Hungary. As a result, from the very first moment, her clothes were very warmly received by fashion-conscious audiences. The designer entered the spotlight with four signature pieces - the ZIA // Cruz Dress, Barcelona Top, Boundless Sweater and the Kimono, which are all still present in Anett's collections. With each opportunity, she presents these pieces from a new perspective, giving them new faces, drawing inspiration from her travels.

The brand's products are also available in a selection of domestic and European concept stores, and ZIA's clothes also have a permanent place in prestigious magazines. ZIA pieces are born from the meeting of opposites - the pairing of contemporary and classic notes characterize her clothes, which are easily embodied in high-

street styles. ZIA is not simply just a brand, but an identity: it represents girls and women who have true and exciting personalities, have their own metropolitan style, and are able to laugh at themselves and the world around them - not against the world, but together with it. For Anett Csizmazia, long-lasting durability is the greatest value, so she creates pieces of clothing that, unlike fast-fashion pieces, can be the jewels of our wardrobe for many years to come.

Buyers identify her as one of the creators of the Hungarian poppy in fashion, as her SS21 collection is filled with sustainable pieces decorated with poppies, embraced by a female hand as a symbol of Hungarian culture and nature.

[www.ziashowroom.com](http://www.ziashowroom.com)

Natural  
imperfection



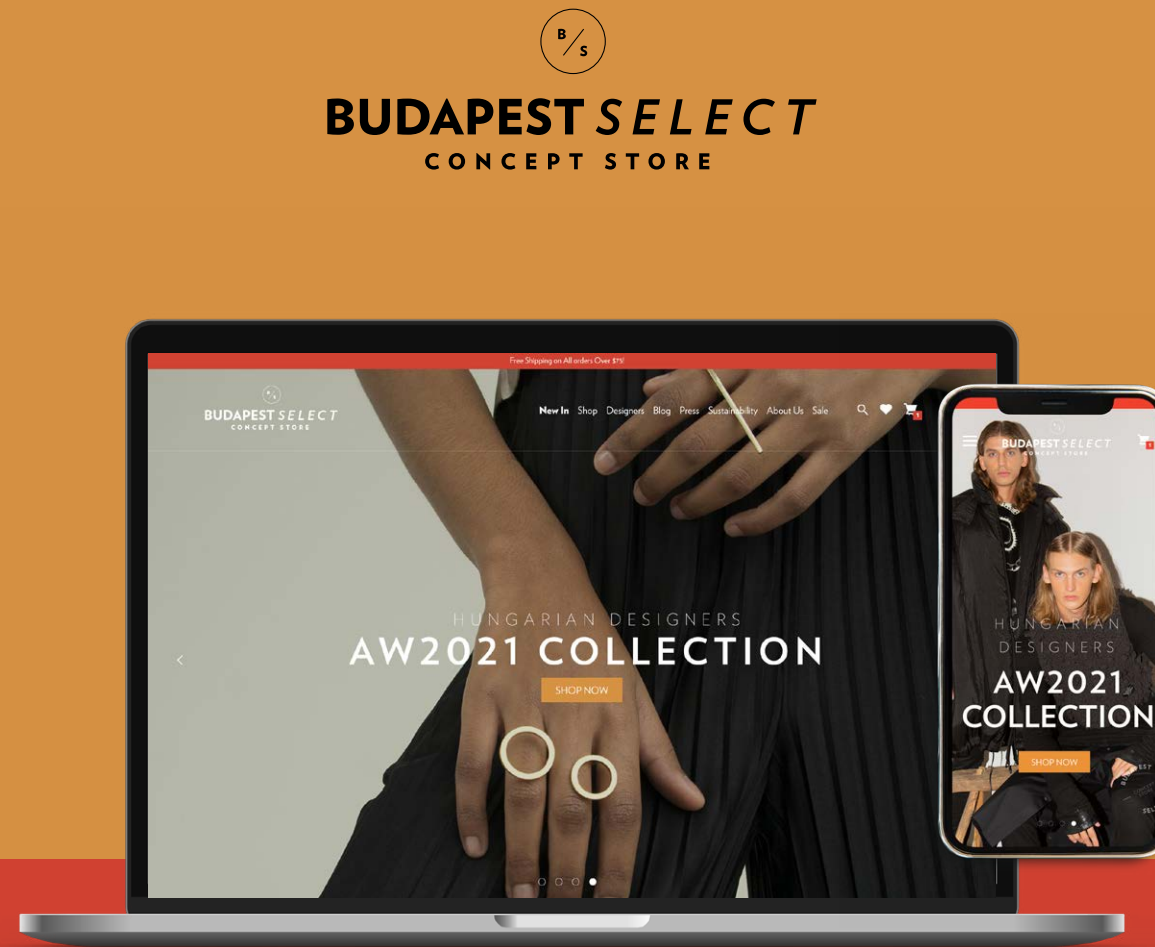
ZIA  
BUDAPEST

6-7 OCTOBER 2020



DIGITAL FASHION WEEK SPRING SUMMER 2021

[WWW.BCEFW.COM](http://WWW.BCEFW.COM) @BCEFW



Let's move Hungarian fashion and design online!



Launch in November 2020  
[www.budapestselectstore.com](http://www.budapestselectstore.com)



In collaboration with



Camera Nazionale della Moda Italiana