



# HUNGARIAN FASHION AND DESIGN AGENCY





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@HFDAGENCY  
#BUDAPESTSELECT



# HUNGARIAN FASHION AND DESIGN AGENCY

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**  
DEPUTY CEO  
FASHION DIRECTOR

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.

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.

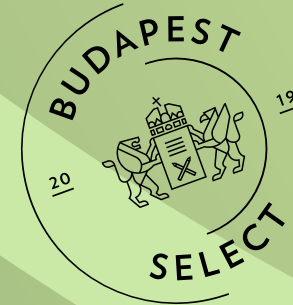
The clothing industry is as old as Hungarian industry. At the end of the 1800s, Hungarian fashion stores created their products following the "insurpassable Parisian mode." Alter&Kiss was considered one of the leading fashion houses of Austria-Hungary and the Central European region, but Klára Rotschild 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 (HFDA) and the Camera Nazionale della Moda Italiana (CNMI) 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 seven Hungarian brands launch their collections on the road of to foreign expansion: **ABODI, CUKOVY, Elysian, KATA SZEGEDI, NINI, THEFOUR, ZSIGMOND.**

Besides knowledge transfer and newcomer support, the Hungarian Fashion & Design Agency (HFDA) provides an important international network by creating and supporting professional opportunities for talented Hungarian brands under the agency's umbrella brand named Budapest Select. Camera Nazionale della Moda Italiana (CNMI) 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 22nd to 28th February 2022 inside the Fashion Hub, the ADI Design Museum, via Ceresio 7 Milan. During the week, you can join the world of Hungarian designers and find out what inspired them to create their collections.





A B O D I

## DÓRA ABODI

ABODI loves to create timetraveller pieces as a combination of tradition and innovation and is deeply inspired by the designer's Transylvanian roots and classic art inspirations. ABODI's signature style can be defined as "classical and sophisticated with a twist of baroque futurism". Celebrities such as Cate Blanchett, Emma Roberts, Lady Gaga, Kylie Jenner, Gwen Stefani and Katy Perry choose ABODI pieces.

[www.abodi.it](http://www.abodi.it)  
@abodi\_official\_



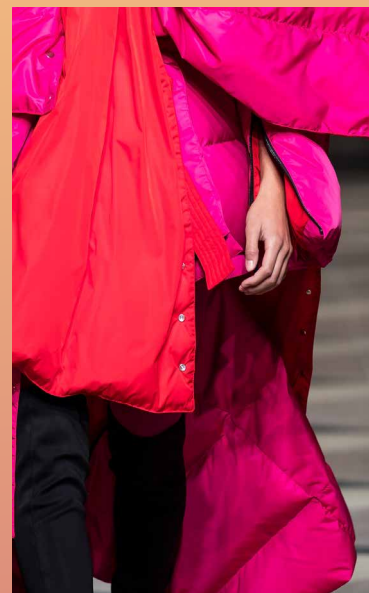


CUKOVY®

FLÓRA POPRÁDI

At the intersection of fashion and function, CUKOVY offers contemporary outerwear with a bold and experimental take on practical design. With our puffers' exchangeable elements we invite you to play. Focused on high-quality puffer jackets filled with premium goose down, each jacket is designed and made in Budapest, Hungary, supporting local artisans and suppliers.

[www.cukovy.com](http://www.cukovy.com)  
@cukovy





Elysian

BOGLÁRKA BÓDIS

Everything you do is the extension of your beauty. This is the philosophy of Elysian. The international fashion award winner designer believes in modern femininity and comfort chic. The Budapest based brand is characterized by sophisticated tailoring, craftsmanship, flowing fabrics, self-designed digital prints, hand pleating and transparent layering.

[www.elysianatelier.com](http://www.elysianatelier.com)  
[@la\\_maison\\_elysian](https://www.instagram.com/la_maison_elysian)





## KATA SZEGEDI

## KATA SZEGEDI &amp; DÁNIEL BENUS

The independent, Budapest based label's vision contains innovative, modern design for a cosmopolitan individual who is self-assured and proud of their individual image; the one, who values the expression of originality in her day-to-day life. The love for contrasts is reflected throughout every single piece, experimenting a lot with silhouettes, shapes, textures and colours creates an eclectic, visual statement. Inspiration drawn from contemporary art, youth culture and urban lifestyle is combined with an emphasis on tailoring and the use of custom developed fabrics.

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



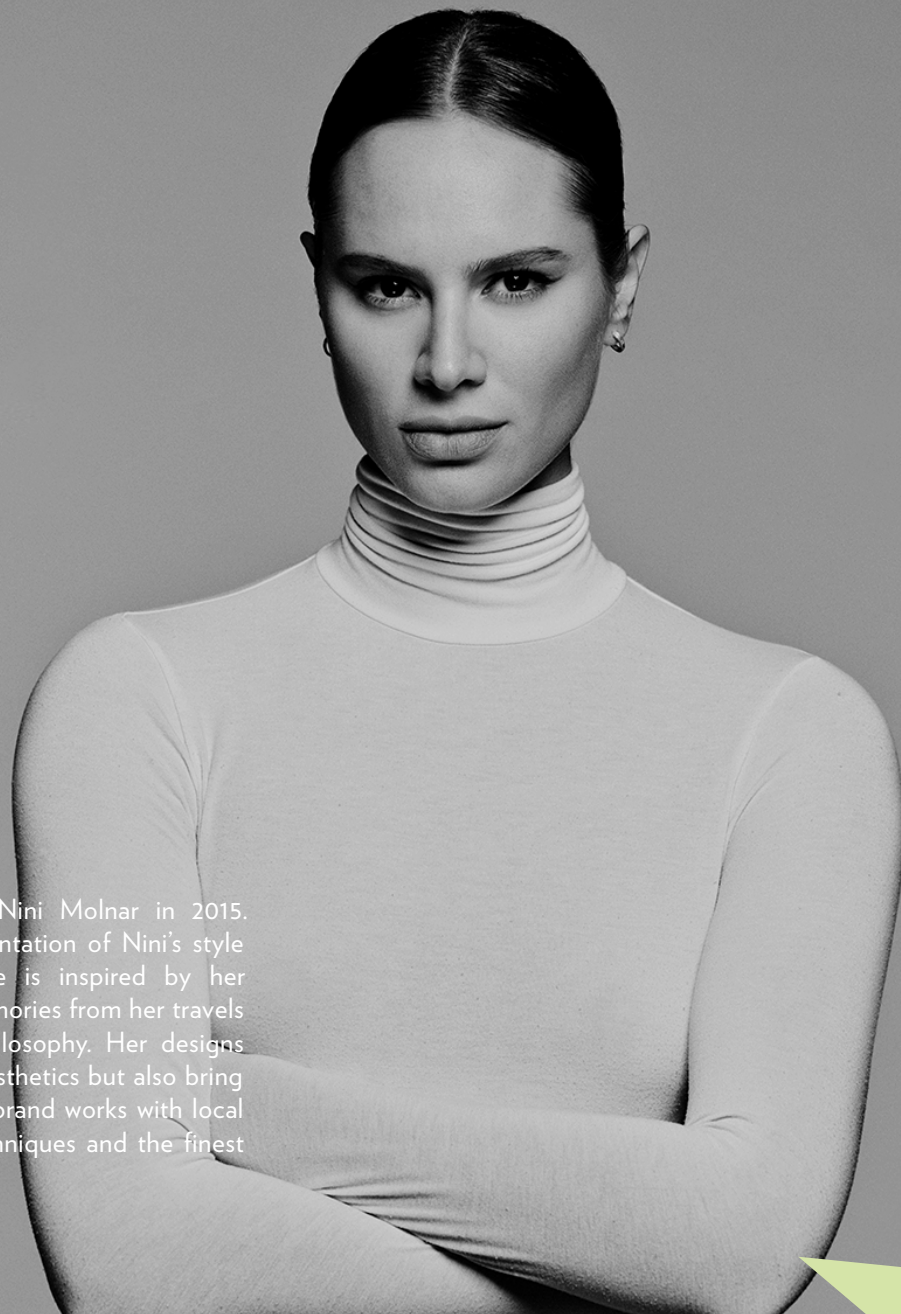


NINI

## NINI MOLNÁR

NINI was founded by Nini Molnar in 2015. The brand is the representation of Nini's style and energy. Each piece is inspired by her multicultural life, her memories from her travels and her positive life philosophy. Her designs are filled with modern aesthetics but also bring an air of nostalgia. The brand works with local manufacturing, craft techniques and the finest professionals.

[www.nini.hu](http://www.nini.hu)  
@niniofficial



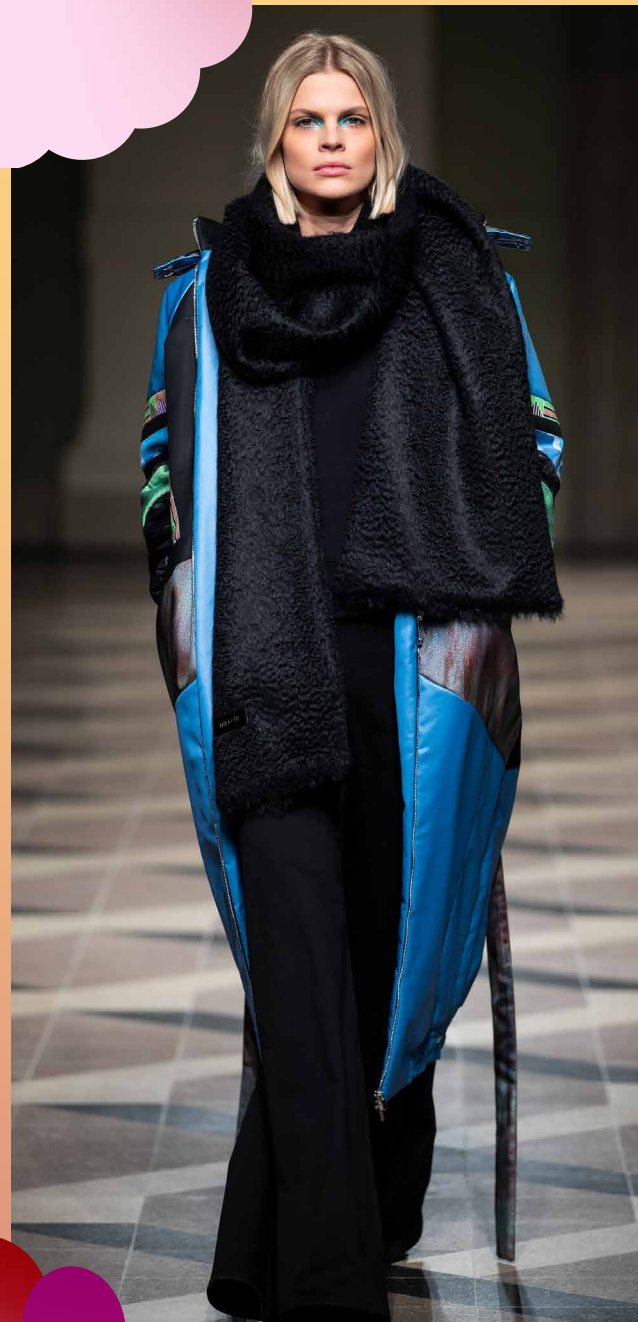


THEFOUR  
BUDAPEST

ANETT GÁLVÖLGYI &amp; MÁRTON MIOVÁC

THEFOUR, a kaleidoscope of heritage and invention, is a Budapest based womenswear label. The clashing energies of designers Anett and Marci are channeled into singular clothes for maverick women. THEFOUR creations, reflections on today's perplexing issues, carry empowering visual messages – while smart cuts and neat shapes keep the sophisticated pieces uncomplicated and wearable.

[www.thefour.hu](http://www.thefour.hu)  
[@thefour.budapest](https://www.instagram.com/thefour.budapest)







## DORA ZSIGMOND

Enamoured by folk dancing, the designer Dora found herself immersed in the world of Hungarian folklore at a young age. Over the years, her infatuation with traditional costumes grew into a profound respect, and by the age of 21, it became her mission to find a way to preserve her heritage in the fast-paced world of today. Thus, ZSIGMOND was born as her reinterpretation of Hungarian peasant culture in a modern context.

[www.zsigmonddoramenswear.com](http://www.zsigmonddoramenswear.com)  
@zsigmonddoramenswear







**BUDAPEST SELECT**  
CONCEPT STORE

[budapestselectstore.com](http://budapestselectstore.com)



**BUDAPEST  
CENTRAL  
EUROPEAN**

in collaboration with  
  
Camera Nazionale  
della Moda Italiana

# MILAN

***Fashion Hub***

*ADI Design Museum*

*Piazza Compasso d'Oro, 1  
20154 Milano, Italy*

**ABODI**

**ELYSIAN**

**ZSIGMOND**

**KATA SZEGEDI**

**CUKOVY**

**THEFOUR**

**NINI**

***22-27 February***

*appointments only*

*[sales@bceshowroom.com](mailto:sales@bceshowroom.com)*