

Read the texts quickly. Which items of clothing do Ukrainian designers produce?

What to wear to stay in fashion

Ukrainian fashion brands are becoming more and more popular across the world for many reasons. First of all, they offer unique designs. Secondly, the world's celebrities often choose them for important events. And, thirdly, their affordable prices are a pleasant bonus. So read our guide and start shopping immediately.

1 WeAnnabe



We AnnaBe makes really feminine every-day wear. Women from all over the world are wearing these beautiful clothes, designed in a style that's glamorous and casual at the same time. Their delicate shades of pink-beige have been getting a lot of positive feedback from fashionistas. In addition to online shopping, this womenswear label has showrooms in Kyiv, Odesa, and even New York.

Match choices to the text. There are two choices you do not need to use.

This brand

2 Must Have



At Must Have, everyone can find a dress, a suit, or a sweater that fits them perfectly. The selection is amazing and always matches the latest fashion trends. When in Ukraine, you should definitely pop into one of their local shops in Kyiv, Kharkiv, Odesa, or simply choose your dream outfit online.

Match choices to the text. There are two choices you do not need to use.

This brand

3 Varenyky Fashion



Among the most iconic items of traditional Ukrainian clothing are the embroidered shirts known as vyshyvankas. Nowadays, they are a leading trend. Home-grown brand Varenyky Fashion offers vyshyvankas in various colours and stylish shapes while still using the handmade embroidery techniques. A dress or a shirt created by Varenyky Fashion is more than just an item of clothing - it also brings luck and happiness to the wearer.

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This brand

4 Ruslan Baginskiy



Baginskiy is a designer of headwear, who by his mid-twenties had already dressed some of the world's biggest celebrities. Top models Bella and Gigi Hadid have been spotted in his caps, as well as Italian fashion journalist Anna Dello Russo, famous blogger Chiara Ferragni, and singer Rita Ora. Sounds fantastic, doesn't it? Hurry up - get a piece from the designer's collection online and be the trendiest person around.

Match choices to the text. There are two choices you do not need to use.

This brand

5 Socks: SOX



This Ukrainian brand designs unusual socks for any occasion and mood. All the socks are made of 100% wool. There are lots of colours and patterns to choose from. The 'Bright Classics' series is a nice autumn choice - just bright enough to cheer you up in the chilly mornings. Thanks to Sox, socks have become a stylish accessory. You can order a pair online or visit the SOX shop on Observatorna Street and have a cup of coffee while choosing a nice warm pair.

Match choices to the text. There are two choices you do not need to use.

This brand