

# Penelope's-Sphere

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**"She's definitely a woman."** I really can't tell how old she is. She's very fine in her way...sometimes not." So defines the muse of Penelope that acts to guide the Berlin-based fashion label, Penelope's-Sphere. Created in the mind of designer Tamari Nikoleishvili in 2003, Penelope's-Sphere is fast gaining a reputation for eclectic, well-cut and quality structured pieces. "My first collection for Penelope's-Sphere was much too complicated, too many ideas...actually it still takes me time to reduce them," admits Nikoleishvili. "As my showroom owner told me, 'It's hard to sell your garments, they are too avant-garde!'"

Born in Georgia in the early 1970s, Nikoleishvili moved to Germany in her mid 20s, studying fashion design at the University of the Arts in Bremen. Like thousands of would-be designers, Nikoleishvili made the leap to London upon completion of her degree, seeking to increase her knowledge, experience and education in the fashion industry. It was a move that paid off with the Georgian native gaining internships with the likes of Vivienne Westwood and Marjan Pejoski. Packing up her new-found knowledge and heading back to Germany, Nikoleishvili created Penelope's-Sphere as a sole project launching in 2004. In 2006 Nikoleishvili welcomed a second designer into her business. With a CV that includes a stint at John Galiano in Paris, fellow University of Arts graduate and German native,

Lena Meltzer fit the brand perfectly. Whilst officially there are only two designers, Nikoleishvili stresses that it's the support and encouragement of those around her that helps the brand's success. "Everyone is involved!" says Nikoleishvili, "me, my family, my friends...and the rest of the world! I find inspiration from everyone and everything!"

The current collection is aptly named 'The Pan', and draws inspiration from a 1920s photograph by the same name. Featuring a man with a clandestine smile, the picture depicts, "being one with nature, uncontrolled by rationality and at the same time feeling connected with deep inner instincts and emotions". With a strong injection of dark green, various sections in black and the use of some silver-grey woodprints, the collection represents strength, depth, nature and mysticism. It also represents Nikoleishvili's belief that fashion should not have one particular "trend" leading it, but rather be an ever-growing form of expression. "I sometimes have a person in mind when designing, but very seldom. Mostly there are lots of different things together...smells, tastes, pictures, morbidity, eerie element and so on and so on."

Penelope's-Sphere is available from Temporary Showroom, KONK and Designer's Network in Berlin (Germany) and United Arrows in Tokyo (Japan). [www.penelopes-sphere.com](http://www.penelopes-sphere.com).