

V:P M  
ATELIER



V:P M  
ATELIER

# THE UNIVERSE

FOR THOSE WHO LIVE WITH THE SPEED OF A SHINKANSEN.  
FOR THOSE WHO SEE THE WORLD AS AN ENDLESS STAGE.  
FOR THOSE WHO CHANNEL CHAMELEONS.  
FOR THOSE WITH HUNGRY HEARTS.  
FOR THOSE WHO WALK ON AIR.  
FOR THOSE WHO BLUR THE LINES BETWEEN AM AND PM.

FIVEPM IS DEDICATED TO THEM. A COLLECTION OF EVENING WEAR WITH AN EDGE,  
EASILY MORPHABLE FROM DAY TO NIGHT, INSPIRED BY THE AESTHETICS OF TODAY.





# ABOUT

BUCHAREST-BASED FASHION LABEL V:PM.

EFFORTLESS, TIMELESS AND MODERN, WE HAVE YOU COVERED FOR ALL KINDS OF STYLISH MOMENTS HAPPENING IN YOUR LIFE, FROM LATE NIGHT PARTY AND DAYTIME BRUNCH TO WEDDINGS AND CEREMONIES.

A NEW KIND OF EVENING-TO-DAY WEAR, WITH A STRONG CONTEMPORARY ACCENT.

V:PM PRESENTS TWO COLLECTIONS /YEAR: SPRING – SUMMER AND AUTUMN – WINTER, ALONG WITH TWO BRIDAL COLLECTIONS/YEAR.

FUN FACT: IT'S PRONOUNCED "5 PM"

# THE MEETING

## ROXANA VOLOȘENIUC

EDITOR IN CHIEF @ ELLE ROMANIA  
115K FOLLOWERS ON INSTAGRAM

## DOMNICA MĂRGESCU

FASHION DIRECTOR @ ELLE ROMANIA  
66,5K FOLLOWERS ON INSTAGRAM

*ROXANA AND DOMNICA MET 20 YEARS AGO AT ELLE ROMANIA MAGAZINE, AND EVER SINCE, THEY HAVE BEEN THE BEATING HEART OF ROMANIAN FASHION.*

*THEY DECIDED TO TELL ANOTHER STORY, A STORY ABOUT COOL ELEGANCE AFTER 5 PM.*



# INSPIRATION

THE 20 YEARS OF CREATIVE WORK AND A LIFE-LONG FRIENDSHIP  
INSPIRED THEM TO WRITE THIS NEW STORY TOGETHER

THEY TRAVELLED A LOT AROUND THE WORLD, EMBRACING FASHION, ART, MUSIC,  
ARCHITECTURE AND IMMERSING INTO A MIX OF CULTURAL EXPERIENCES,  
ALL RELATED TO FASHION. THIS ALL LEAD TO A NEW UNIVERSE CALLED V:PM.  
A SUITCASE FULL OF IDEAS, EMOTIONS, DRESS-CODES, STYLES, PERSONALITIES,  
EXPERIENCES. THEY LEARNED THAT IT'S ALL ABOUT NOW AND HOW YOU LIVE IT.  
ALWAYS BE PREPARED FOR THE UNEXPECTED. IT'S ALL ABOUT NOWNESS.

# THE DESIGNER

## ARSENE LUCIAN ALEXANDRU

THE YOUNG TALENT WITH THE FRESH VOICE BEHIND V:PM

IN EVERYTHING HE DOES, HE SPEAKS OF  
A FREEDOM, BUT ONE WITH A COMPLEX  
MODERN ROMANTIC TOUCH,  
FUTURE FORWARD, DYNAMIC, WITH CLASSIC  
LINES; HE TRIES TO OUTLINE A DESIGN  
BODY WITH A CONTEMPORARY IDENTITY.

HE STUDIED FASHION DESIGN (BA) AND  
FASHION & COSTUME STRATEGIES (MA) AT UNARTE BUCHAREST -  
THE FACULTY OF DECORATIVE ARTS AND DESIGN.





# WHAT MAKES V:PM DIFFERENT?

ROXANA'S AND DOMNICA'S DIFFERENT STYLES BLENDING IN  
TOGETHER IN A PERFECT HARMONY:

SEXY BUT COOL  
CLASSY BUT WITH A TWIST  
DAY & NIGHT OR NIGHT & DAY

OUR MISSION IS TO CELEBRATE GREAT STYLE  
AND CONTINUOUS NEWNESS.  
WE CHALLENGE WOMEN TO HAVE THE COURAGE TO EXPRESS THEIR  
OWN STYLE AND PERSONALITY.  
WE CONNECT WITH OTHER WOMEN  
WHO ARE ALSO SEEKING THE AESTHETICS OF TODAY.



A woman is shown from the back, wearing a white, off-the-shoulder dress with a large, prominent bow at the waist. Her hair is brown and shoulder-length. The background is a plain, light-colored wall.

# **WHO DO WE DO IT FOR?**

FOR THE INDEPENDENT, EMPOWERING, COURAGEOUS, CONFIDENT WOMAN WHO WISHES TO MAKE A DIFFERENCE.  
V:PM WOMAN COMES FROM AROUND THE WORLD. SHE IS BOTH ONLINE AND AT OUR POP-UP EVENTS.

# COVERS



# COVERS



# EDITORIALS



# EDITORIALS

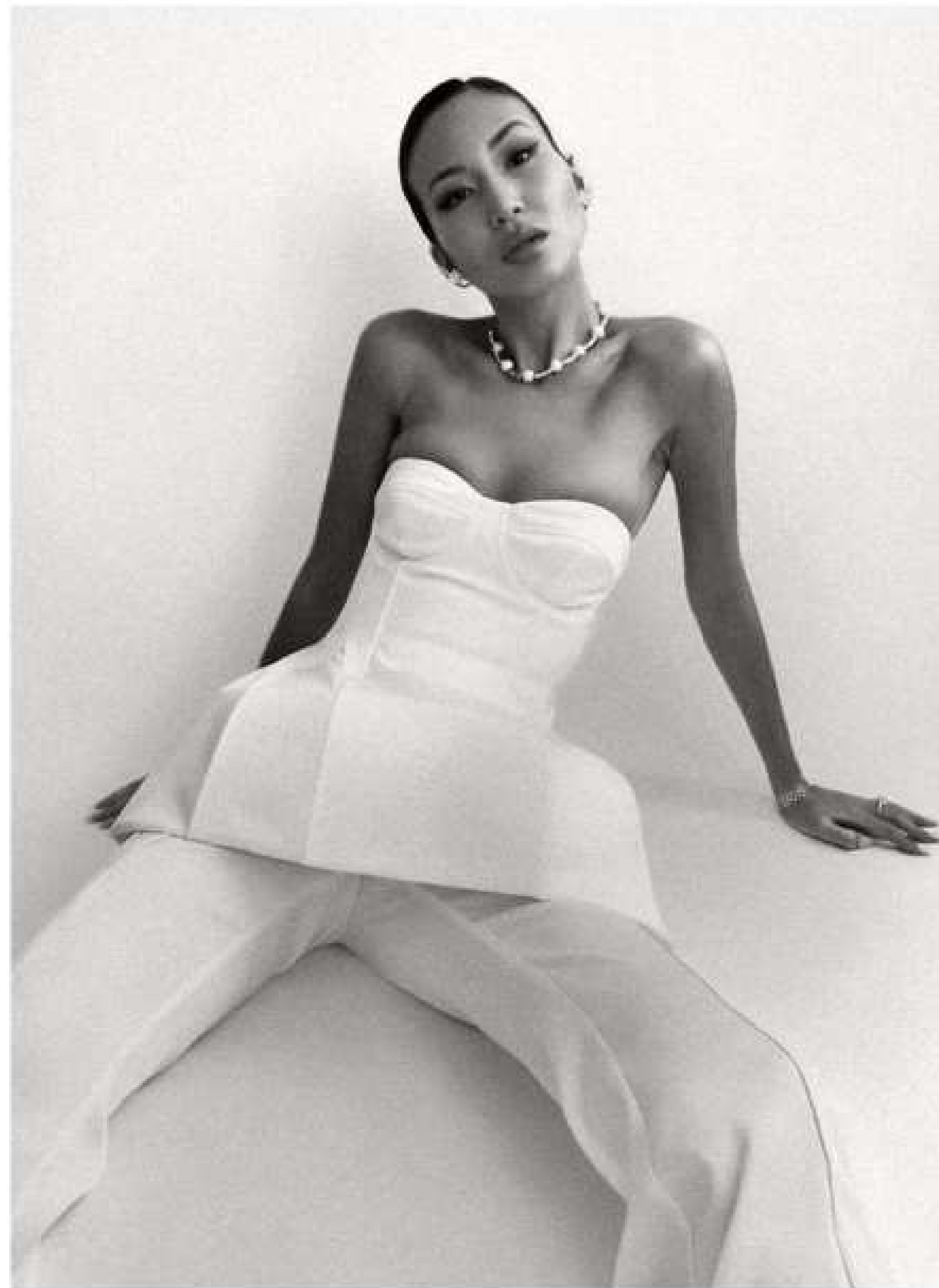


# EDITORIALS



# FRIENDS OF V:PM

WHAT UNITES OUR FRIENDS IS A STRONG ATTITUDE AND GREAT STYLE.



**YOSHINOMIA**  
50K FOLLOWERS



**VERONICA FERRARO**  
1.4M FOLLOWERS



**NADINE ABDELAZIZ**  
1.4M FOLLOWERS



**JUNY BREEZE**  
18K FOLLOWERS

# FRIENDS OF V:PM



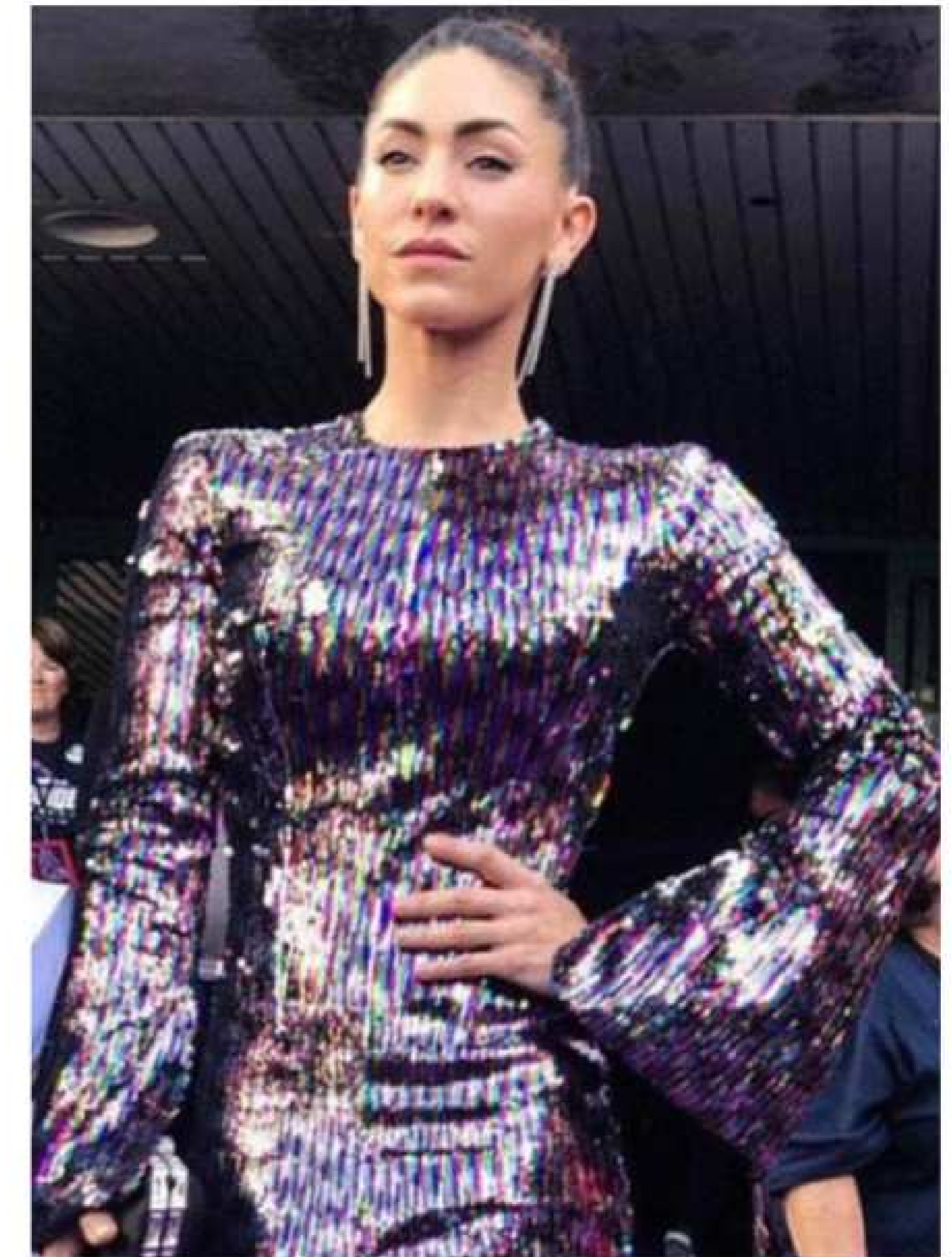
**CATRINEL MARLON**  
1.2M FOLLOWERS



**TAMARA BRAXTON**  
6.1M FOLLOWERS



**LUCY LITMAN**  
15K FOLLOWERS



**NATALIA CORDOVA**  
213K FOLLOWERS



# FRIENDS OF V:PM



**INNA**  
3.1M FOLLOWERS



**SONIA ARGINT**  
104K FOLLOWERS



**MARIA VIGHECIU**  
218K FOLLOWERS



**ANDREEA BERECLEANU**  
407K FOLLOWERS

# FRIENDS OF V:PM



**NICOLE CHERRY**  
2.2M FOLLOWERS



**SORE**  
899K FOLLOWERS



**ALEXANDRA STAN**  
563K FOLLOWERS



**ALINA EREMIA**  
2M FOLLOWERS

# FRIENDS OF V:PM



**ADA CIORTEA**  
52.9K FOLLOWERS



**ILINCA VANDICI**  
991K FOLLOWERS



**ADELINA PESTRITU**  
1.8M FOLLOWERS



**MICHAELA PROSAN**  
176K FOLLOWERS

# FRIENDS OF V:PM



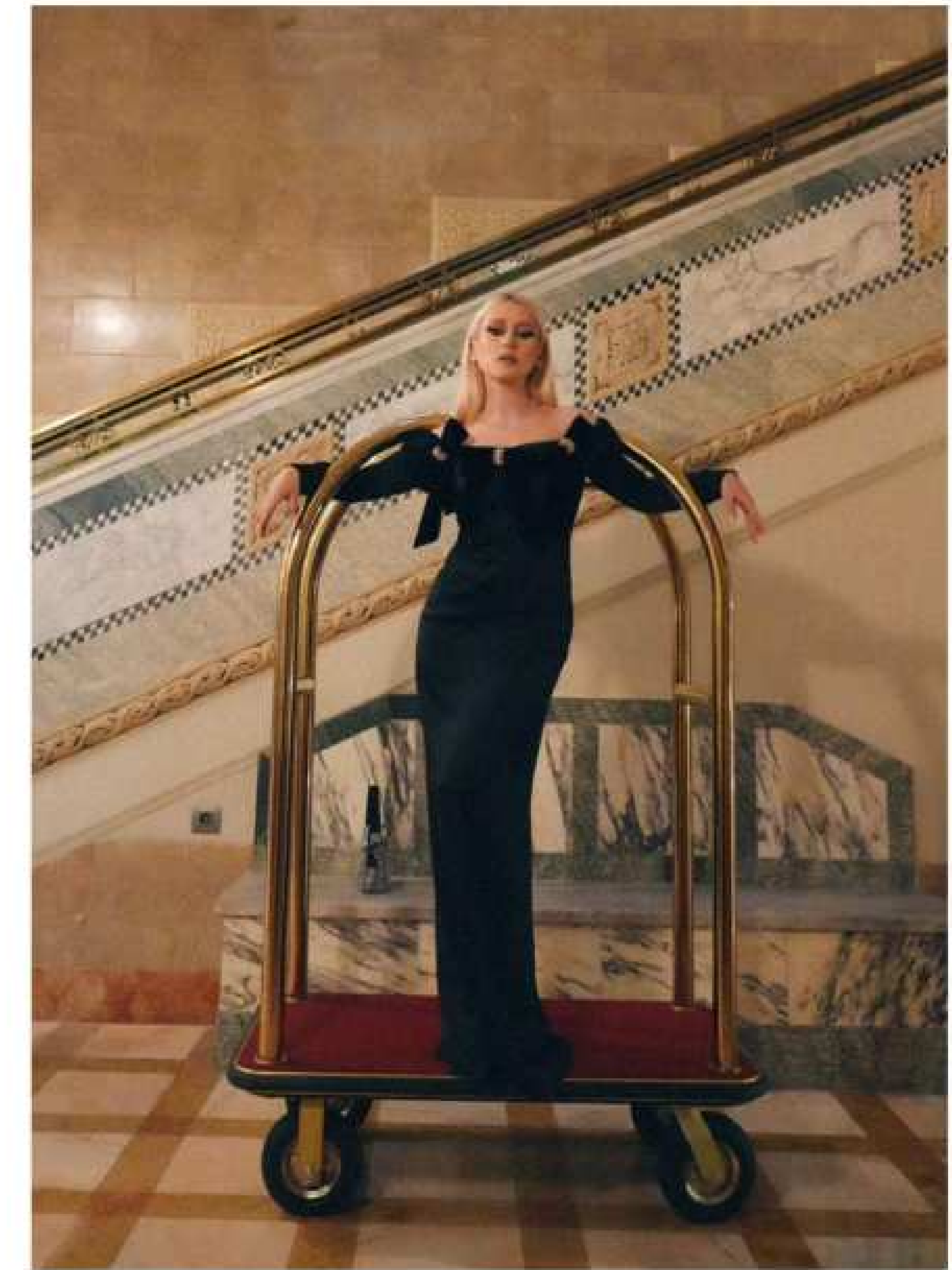
**LARISA LUPOAEA**  
64.3K FOLLOWERS



**ANDREEA MARIN**  
650K FOLLOWERS



**ANDIA**  
159K FOLLOWERS



**SINZIANA IACOB**  
216K FOLLOWERS

# FRIENDS OF V:PM



**IRINA RIMES**  
830K FOLLOWERS



**MONICA BIRLADEANU**  
214K FOLLOWERS



**ALINA PUSCAS**  
347K FOLLOWERS



**CORINA BUD**  
232K FOLLOWERS

# FRIENDS OF V:PM



**IOANA GRAMA**  
477K FOLLOWERS



**DEEA CODREA**  
137K FOLLOWERS



**ALINA TANASA**  
178K FOLLOWERS



**IRINA FODOR**  
324K FOLLOWERS

# FRIENDS OF V:PM



**ALINA CEUSAN**  
983K FOLLOWERS



**GINA CHIRILA**  
221K FOLLOWERS



**CRISTINA STEFANIA**  
1.2M FOLLOWERS



**AMI**  
469K FOLLOWERS

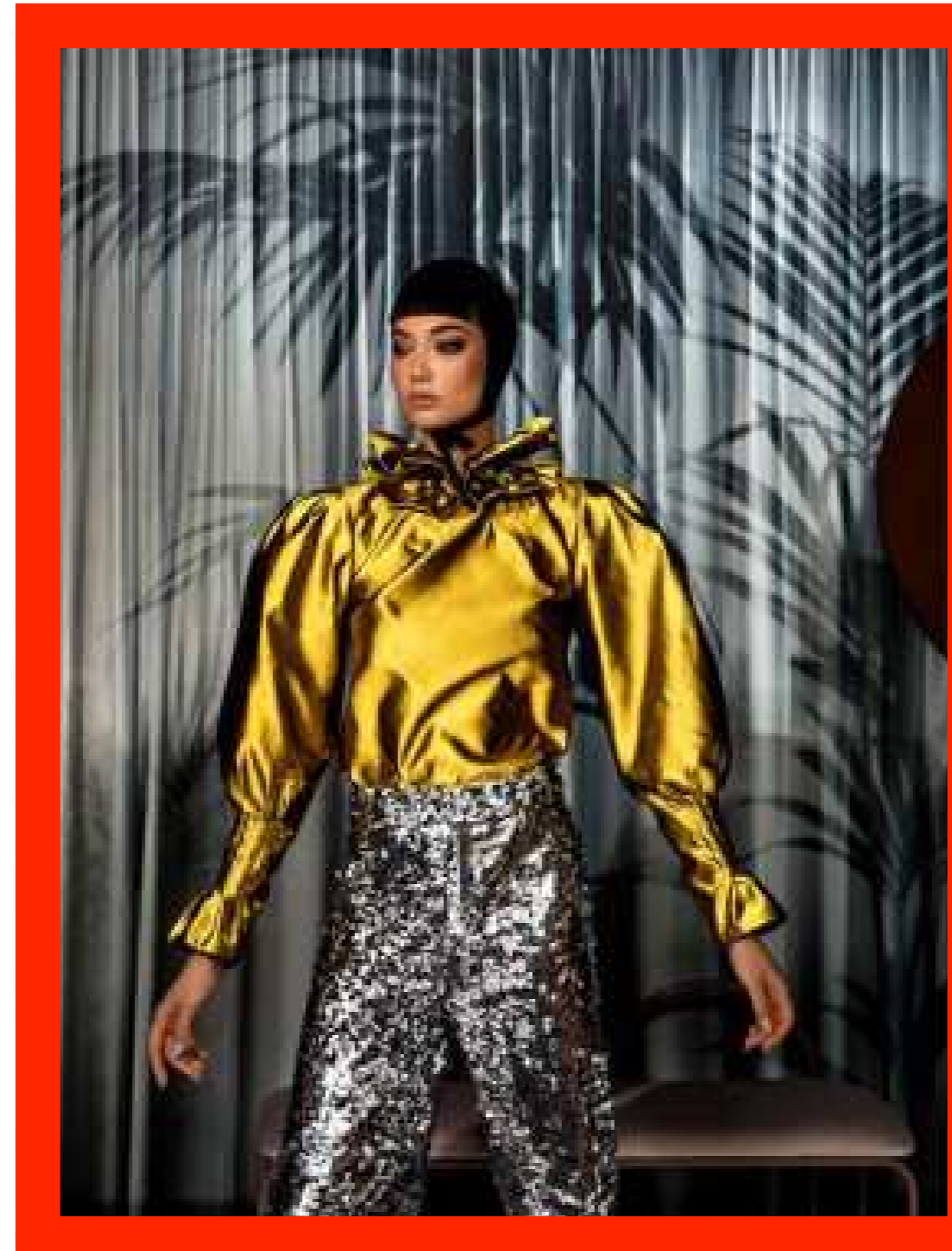
# **COLLECTIONS PREVIEW**



































# WHERE CAN YOU SHOP V:PM ?

FARFETCH

APARTÈRE - CALDERON ST. NO 80, BUCHAREST, ROMANIA

V:PM SHOWROOM - TEMISANA 5 ST. BUCHAREST, ROMANIA

CONTACT:

DOMNICA.MARGESCU@GMAIL.COM

ROXANAVOLO@GMAIL.COM

CONTACT@VPMATELIER.COM

VPMATELIER.COM





# MATCHED STYLES

BRANDON MAXWELL  
THE ATTICO  
SOLACE LONDON  
GALVAN  
16ARLINGTON  
MAGDA BUTRYM  
KHAITE  
VICTORIA BECKHAM  
ROSIE ASSOULIN



**THANK YOU**