

Futuristic Creations in Front of Blast Furnaces

Fashion designer Barbara Repinšek on fashion shooting behind the walls of the Štore ironworks.



Mid-March there wasn't sparkling going on in the Štore Steel ironworks only at the furnaces.

Camera strobes were flashing too.

The air was charged because fashion models were posing in front of a known photographer's camera lens. They were wearing wedding dresses designed and sewn by a fashion designer Barbara Repinšek at her Delavnica mode (Fashion Shop):

„Who am I? I have been a textile and clothing modeller for 18 years. I attended a secondary textile school in Celje.

I have further improved my knowledge needed for clothing design by enrolling a modelling programme. I live in Štore, my shop is located in Breg (Celje).

I do mainly business fashion but make dresses for special occasions too. I enjoy working with young creators from the local surroundings i.e. illustrators, graphic and fashion designers

I invested a lot of my energy and considerable amount of effort into this project at the Štore Steel ironworks. Fulfilling my long-lasting desire created a feeling of satisfaction, which cannot be described. However, my creative strain doesn't rest. There is an idea going on in my brain to design creations for businesswomen.“

Wedding ceremonies are usually organised in romantic places, in nature too. I have decided to place models in wedding dresses in an ironworks' setting. One of my friends has been encouraging me to design a wedding dress collection for several years. When considering a shooting location, the Štore ironworks came first to my mind. I have been attracted by the building forever and I have many times thought about a fashion shooting

behind its walls when driving after work home from Celje. One day a gate of one of the production plants was open. When waiting at the traffic light, I saw sparks flashing and the grey industrial environment. Where could you emphasize snow-white dresses better than in a huge iron factory? 'Contrasts attract each other', I said to myself and the decision was made.

Author of photographs Tibor Golob



I didn't envision typical feminine wedding dresses for the collection that we can see at every step. I didn't follow current fashion trends but listened to myself. I decided for a futuristic style. Trousers are common to all creations. Why? Women have to be strong these days, we mostly wear trousers literally and figuratively. However, this is not always good. We often take the burden of decision-making that should be left to men. In a way, we rob them of their desire to please their women.

An Excellent Team

A fashion shooting project amidst ironworks was a big undertaking, which I could not manage without the help of the team of devoted partners. First and foremost, there was the CTRL agency manager Andrej Košar, who helped me and who arranges for me photo publication in known fashion magazines. I chose the models from my customers. Make up was done by Gašper Gmajner and hair design by Zoran Pasarič. Photos were by Tibor Golob.

The team that created the fashion shooting followed the safety regulations meticulously. We wore safety helmets, reported any change of shooting location and complied with all the instructions. Safety really comes first. That is why I found it nice that we were taken care of in this respect by the employees. I have to be particularly grateful to the ironworks manager Jani Jurkošek, who helped me to realize my idea. I was nervous on the shooting day but got excited soon after having entered the ironworks, I liked everything. That is why I am thinking if I was perhaps one of the employees in my previous life.

When it flashes and glows

The team and I eagerly waited for the moments when workers shook iron into the cauldron. The scene became noisy and sparks were coming from the furnace. The scene in the ironworks became extraordinary, exactly as I visualised it for the fashion shooting. The moments were caught by the photographer Tibor Golob, who eternalised the models in front of these exceptional light effects. It seems to me that our work attracted views of many employees. I believe that beautiful girls in special wedding dresses made their day nicer.

Materials were chosen according to the dress design. I used cotton, silk and synthetic materials. Finding completely snow-white fabric presented a major problem. I paid attention to the design of details too. I designed lace trousers for one of the dresses. For another product, I planned shorts with a lace crinoline. For one of the pieces I imagined a straight train and an open back.

There are as many ideas for wedding dresses as there are brides. Some swear by a cocktail dress, others choose glamorous white wear. I believe every bride has its own right and that she cannot miss with the choice if she follows her heart. Her well-being on the wedding day is the most important. And that the gown matches the woman's character and that it is appropriate for the wedding location.

All the dresses I have designed have been presented at Dvorec Gutenbuchel (Gutenbuchel Mansion) in Šoštanj from 23 March to 2 April. All the creations are intended for sale. They can be tailored to order for a special or solemn occasion. Although extraordinary, the dresses are wearable, which was my goal all the way.