Beat: Lifestyle

Moreno Marcos is making an impact on the Australia Fashion scene

Taking the fashion world by storm

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USPA NEWS - Sofia´s success story is as colourful and international as the woman behind the label who speaks five languages including English, Spanish, French, German and Italian. Fashion was not the first career choice for Sofia. who started her degree in Translation & Interpreting in Peru.

Hand sewing her designs until 2013 when she bought her first sewing machine. Sofia quickly decided this was her life passion, and chose Queensland University of Technology to complete a bachelor of Fine Arts, Fashion Design. High Education is important to this talented woman and doing it right was her personal driver.
“I know the fashion industry is a very competitive one. I can see that first hand as I share the classroom with a very talented group of young designers. However, I can say that I have tried a few things in life, have lived in few places in the world, learnt a few languages, made mistakes and also made great decisions. I know the path is still long and unknown but I am happy to walk it and see what the future brings"

Sofia has certainly been doing it right; receiving a scholarship to showcase my designs in Brisbane, Melbourne and Sydney with Undress Runways 2015“¦ it was so surreal to see my whole first collection in the catwalk. I´m not going to lie, I was super nervous and I thought I was going to pass out but I got great feedback and those experiences do motivate you to keep going.
Sofia finds her inspirations in life around her including members of her family. Both her grandmothers were dress makers and they have had a great influence on her work ethic and passion. As a creative Sofia says she finds great inspiration in music, intense feels, deep love or despair. Often her designs come to her in vivid dreams where she sees the designs to recreate.
Asked to describe her design aesthetic Sofia explained- The Moreno Marcos woman is in different places, all the time, every season. She is on the go, she is versatile and she changes with the time, like a chameleon. She is definitely like a time traveller heroine who adapts to whatever life brings to her.

In this latest collection Sofia takes us on a time journey, with Edwardian inspirations with a modern twist, strong colours, feminine lines and bold coats define this collection. Every detail is defined by the designer with Jewellery and Shoes and even hand bags have the Moreno Marcos touch.

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