

HOLLYWOOD

MAGAZINE

SEPTEMBER 2023 ISSUE #127

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EXCLUSIVE PHOTOSTORY AND INTERVIEW

FRANCINI_K
BUTTERFLY JACKET



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Fashion Designer: Francine Keiser @francini_k
WB: <https://francinik.com>

Photographer: Barbara Raw @barbararaw.photo
WB: <https://barbararaw.com/>

Female Model: Sabina Kravchenko at DT Model Mgmt @sabina.kravchenko

Wardrobe Credits:

Jacket and skirt: @francini_k

Bag: @deabreuitaly

Bracelet: @exuberant_jewelry

Earrings: @cueaccents

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EXCLUSIVE INTERVIEW

with designer Francine Keiser

In the world of fashion, where creativity meets sophistication, there are designers who leave an indelible mark with their unique perspectives and innovative creations. Francine Keiser, the visionary founder and designer behind Francini_K Couture, is one such artist who has taken the fashion scene by storm. Hailing from the picturesque landscapes of Luxembourg, Francine has crafted a brand that embodies color, joy, and sensuality. Her designs cater to active women who aspire to embrace each day with a sense of beauty and elation. Let's delve into the mind of this remarkable designer and uncover the story behind her vibrant and enchanting creations.

What initially drew you to the world of fashion and ignited your passion for design?

I started in fashion very late, after a blooming career as a lawyer. But I had made a promise to myself that in the middle of my life, I would experience something new and start studying again. It was fashion that I chose. I got very quickly passionate about sewing and designing and after becoming the laureate of my school at the annual fashion défilé in Paris, the milestone for my fashion brand was laid down.

Are there any fashion designers or artists who have significantly influenced your creative journey?

I admire the designers from the sixties: André Courrèges, Pierre Cardin, Paco Rabanne. They

supported the emancipation of women. Their creations were dedicated to the active, dynamic, sportive woman. They were groundbreaking at the time but the values they defended remain so accurate nowadays.

Could you share a bit about your design philosophy and what sets Francini_K Couture apart from other fashion brands?

Maybe I create today the garments that I would have wished to wear during my previous work life: classical and yet different, timeless and yet colorful, feminine and yet sportive. And, in addition, comfortable throughout the day. My looks can all be worn with chic high heels or with jeans and sneakers. It's up to you to choose your look, depending on your mood. The clothes adapt to you.

Your designs are known for their vibrant colors and geometric patterns. What inspires your creative process?

I gather a lot of inspirations from nature and from travelling. But I am also inspired by the fashion from the sixties. As a little girl, I loved looking at the haute couture magazines that my mother bought and I think they forged my sense of beauty.

The combination of classic fabrics and technical materials in your dresses is quite intriguing. Can you tell us how you came up with this unique blend?

I love to dare unusual combinations. Top quality fabrics warrant an elegant and classic look. The technical materials add the right dose of originality.

Your creations are described as “glamorous magic dresses.” Could you elaborate on how you aim to make women feel when they wear your designs?

The quest of beauty always leads my creations. The looks aspire to make every woman look radiant and self-confident without compromising on comfort or elegance.

The fusion of sobriety, joy, and sensuality in your clothes is a captivating blend. How do you strike a balance between these elements?

One of my clients once said about the Butterfly Jacket : “It is rocket and innocent at the same time”. I love apparent contradictions which fuse and create a style of its own. It’s not enough to be sobre, joyful or sensual, because women incorporate all of these characteristics at the same time. I want to combine all of them in my looks. I need to achieve that harmony each time I create a piece.

Your brand is proudly designed in Luxembourg and produced in Europe. How does this localization influence your brand’s identity?

Sustainability is extremely important these days and everybody has to contribute to a better world. We certainly do want to be part of that

movement. Our brand is devoted to slow fashion. We produce locally. Quality fabrics from Italy and Japan and timeless styles guarantee the longevity of your garments.

As an entrepreneur and creative force, what advice would you give to aspiring designers who are just starting on their own paths?

Believe in yourself and jump! But obviously you must have a clear view of your goals, develop your strategy and always question yourself. And make sure you have the best team around you.

Beyond fashion, what are some of your other interests or hobbies that fuel your creativity?

I love traveling, reading, cooking and outdoor sports. These are simple hobbies which fuel you with colours, perfumes and dreams.

As we conclude our conversation with Francine Keiser, it’s evident that her passion for fashion goes beyond just aesthetics; it’s about crafting experiences that empower and uplift. Through Francini_K Couture, Francine has woven a tapestry of style, color, and emotion that resonates with the modern, active woman. Her dedication to infusing classic elegance with contemporary innovation sets her brand apart, and her journey from Luxembourg’s charming landscapes to the heart of the European fashion industry is a testament to her creative spirit. With each creation, Francine Keiser continues to redefine fashion, making every day a canvas for women to express their beauty and joy.





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