

KATA SZEGEDI



Kata Szegedi and her best friend Daniel Benus met in 2002, while studying at 'Kisképző' Secondary School of Fine and Applied Arts Budapest. Their aim is to create pieces full of passion, Objects of Desire.

Founded by Kata in 2009, Kata Szegedi is one of the most important Hungarian brands in the contemporary fashion scene. The independent, Budapest based label's vision contains innovative, modern design for cosmopolitans who are self-assured and proud of their individual image; the ones who value the expression of originality in day-to-day life. The love for contrasts is reflected throughout every single piece, experimenting a lot with silhouettes, shapes, textures and colours creates an eclectic, visual statement. Inspiration drawn from contemporary art, youth culture and urban lifestyle is combined with an emphasis on tailoring and the use of custom developed fabrics. The interesting marriage of streetwear influences, Hungarian sensibilities and global motifs present a playful and fresh attitude of the effortless 21st century woman and men.

The niche brand presents meaningful pieces focusing on eye-catching cuts paired with high quality fabrics, creating limited amounts, using vintage fabrics, with a sustainable vision. Production is based in Budapest and all over Hungarian countryside. The designers' main future goal is to present the brand worldwide as one of the most interesting contemporary Hungarian labels with pieces for a lifetime, as said, Object of Desires. Future markets would be Benelux, Germany, UK, and later on Asia.

Collections were featured in Berlin, Paris, and Zagreb Fashion Week, this July Kata Szegedi will show their SS'20 collection at Helsinki Fashion Week, this will be the third season of the brand in Finland, with a huge spotlight on Hungarian design.

worn by celebrities like Róisín Murphy, Nicki Minaj, Kelly Rowland, Eniko Mihalik, Vanessa Axente, and Little Dragon's Yukimi Nagano. Appeared in magazines like Vogue Italia, Schön, The Room, Marie Claire, Elle, Glamour, InStyle, Sleek, Indie the list is way too long. The duo is on the right track to share their powerful and vibrant creations with a wider audience.

Kata Szegedi is one of the emerging designers in Hungary, she came to spotlight before she graduated in 2009 at KREA Contemporary Arts Institute Budapest. That year she became the top young fashion designer at the Fashion Awards Hungary. Kata plays an important role in the Hungarian contemporary fashion scene, she won the Best Fashion Designer Award of Glamour Women of the Year in 2014. After graduating, she founded her namesake brand, and opened her showroom in the heart of

Budapest. This is the 4th year she is a lecturer at KREA, teaching contemporary art and fashion to the next generation of designers, stylists and make-up artists.

She describes herself as a passionate dreamer, who is in love with contrary, weirdness, honesty, freedom, and the colour of black. Her main inspiration comes from art, music, and her friends who's continuous success motivates her everyday. Her aim is to create memorable moments for the ones who wear the label's pieces, and believes in the importance of feeling constant desire. She is obsessed with people and their stories, fleamarkets, niche perfumes, neverending spring nights, Chopin, Jackson Pollock and all the crazy minds. She creates wearable, living sculptures with her best friend, Dani.

Daniel Benus is known for his amazing talent in creating the perfect cuts and geometrical lines. After finishing the textile faculty at 'Kisképző' Secondary School of Fine and Applied Arts Budapest he attended MOME- Moholy-Nagy University of Art and Design. His first experience was in womenswear and a short period with leather goods, when he produced handmade shoes for Kata's first few collections. He was always very interested in the heritage of the old couturiers, like Christian Dior and Cristóbal Balenciaga. All the shapes, cuts, and movements, the experiments with different kind of textures and fabrics, creating the perfect volume and form are his biggest goals. Right after university he ended up as an intern at one of the city's best bespoke tailor, shortly he got impressed by menswear so he started his own line, with a strict ,geometric, and powerful aesthetic. In 2011 he won the prize of the top young fashion designer at the Fashion Awards Hungary.

He is really fond of asian culture, for example japanese traditions and vietnamese lifestyle, gastronomy, contemporary art, architecture, all kind of street art, urban lifestyle and big city spirit. He describes himself as a calm, tendentious mind who is the down to earth one in the duo. In his freetime he loves to travel, take care of his dog, Rolf, and he is always up for discovering new music in every kind of genre. He took an important role in the brand's evolution from the beginning, since 2015 he became a full time member.

