



"Serbia Fashion Day" event took place on 11 July 2016 at the Embassy of the Republic of Serbia in Paris, under the sponsorship of Ambassador Rajko Ristic.

A new collection by fashion designer Zvonko Markovic opened the cultural event dedicated to the recently deceased Prince Aleksandar Karadjordjevic (eldest son of Prince Paul). After the fashion show numerous audiences also had an opportunity to get acquainted with exclusive pieces of haute couture, dresses and jewelry, by other authors from Serbia (Nela Dasic, Nina Pena, Jelena Mandic), as well as those from France (Suna Moya) and the United Kingdom (Romero Bryan). A fashion spectacle, inspired by "Serbia, the Land of Lilacs" project by Vesna Da Vinca was welcomed by an ovation from the Parisian and European elites attending the event.