

Irakli Rusadze is a Georgian designer who was born in 1991 in Tbilisi, short after the collapse of USSR.

During his childhood, he start to develop his interest for fashion, pattern making and sewing. He starts to work at the age of 15, proposing his services to personal clients and create original pieces. He will also follow classes with pattern makers to refine his knowledge. After building a first portfolio, he apply for jobs of pattern maker, cutter and junior designer in Georgian Fashion houses.

It is only some years later that he will present his first eponym collections. In 2016, Irakli and photographer Davit Giorgadze decide to launch together the label Situationist.

The same year, the first Mercedes Benz Fashion Week of Tbilisi is launched, bringing press and buyers from all over the world to the capital of Georgia.

Situationist first collections generated enthusiasm. The brand got invited to the Milan Fashion Week official calendar for its first runway, as a guest. Following this event, the first large orders will be received pushing Irakli to organise the atelier to fulfil them.

14 collections later, Irakli had the opportunity to present his work to prestigious events, as the International Fashion Showcase organised by the British Fashion Council, Shanghai Fashion Week, or as a guest at Pitti Uomo or in the National Gallery of Tbilisi.

The latest platform has been Paris Fashion Week, bringing the brand and Irakli to another level of recognition.