

Lubov Azria

As Chief Creative Officer of BCBGMAXAZRIAGROUP, Lubov Azria embodies both the aesthetic and spirit of the successful, global fashion house. Taking inspiration from art, music, film and travel, Lubov designs for today's woman with a point of view that is informed by her own life and style.

Born in Kiev, Ukraine, Lubov first tasted success as a ballet dancer in the youth division of the renowned Bolshoi Ballet. After relocating to the United States with her family in her early teens, Lubov's focus shifted from dance to the visual arts. A love of design and natural talent for illustration led her to pursue a degree at the Fashion Institute of Design and Merchandising, where she developed her passion for fashion as a means of personal, creative expression.

Lubov joined BCBGMAXAZRIAGROUP as a Designer in 1991 and was named Creative Director in 1996, the same year the company's core brand, BCBGMAXAZRIA, first debuted its Runway collection during New York Fashion Week. Under Lubov's influence, the BCBGMAXAZRIA brand has evolved from an emerging contemporary line to one of America's leading design houses.

In 2004 Lubov and her husband, company founder and CEO Max Azria, began designing one-of-a-kind couture gowns for celebrity clients under the name Max Azria Atelier. The line's success encouraged the development of the Max Azria brand, a line of directional, visionary designs in luxurious fabrics that directly reflect Lubov's personal style sensibility. The Max Azria collection debuted in February 2006 at New York Fashion Week and quickly won fans among fashion insiders and Hollywood's elite.

The following year witnessed the anticipated runway debut of Hervé Léger by Max Azria, marking the first time in history that an American fashion house produced three separate shows during one New York Fashion Week. In the eight years following the company's acquisition of the couturier, Lubov and her design team worked to perfect the signature bandage technique and develop new methods of crafting the silhouette. Now synonymous with red-carpet glamour, Hervé Léger by Max Azria continues to make an impact at industry events and Hollywood parties, and on the runway each season with Lubov carefully creating each show.

Leading a team of nearly 200 designers, patternmakers and associates, Lubov and Max are continuously evolving the three brands, BCBGMAXAZRIA, Max Azria and Hervé Léger. Meticulous about details, she sees each collection's pieces through from concept to final sale, overseeing BCBGMAXAZRIAGROUP's marketing, visuals, merchandising and store concepts teams to ensure customers experience each collection as she has intended. The result is a seamless vision of style for today's woman, in all her many forms.

On the cusp of her third decade at BCBGMAXAZRIAGROUP, Lubov Azria is looking forward to the brands' continued growth. As the range of offerings increase and new opportunities are explored, she remains committed to her position in fashion as designer and innovator.

BCBGMAXAZRIA

Brand Overview

Always on the forefront of fashion, BCBGMAXAZRIA is the premiere lifestyle collection for the modern woman. Reconciling creativity with accessibility and desirability with wearability, BCBGMAXAZRIA occupies a unique position in American fashion, offering sophisticated, confident designs that take consumers from work to weekend in style.

Debuted during Fall 1996 New York Fashion Week, the BCBGMAXAZRIA Runway collection offers today's woman the unique opportunity to integrate runway designs into her wardrobe, and making true couture style accessible every day.

Design Philosophy

BCBGMAXAZRIA is committed to providing sophisticated and wearable clothing that addresses all aspects of a woman's lifestyle and lets her feel confident and beautiful in every moment of her day. We design pieces that are luxurious, tasteful and chic, styles that can be dressed up for any occasion. We research and find inspiration in global fashions and vintage pieces. With painstaking attention to detail, we design to enhance and encourage our customers' self-expression through style.

It begins with a vision of each season that matches style needs with current inspirations and events. That vision translates into colors, prints, silhouettes and finishes that continue the story. With a focus on fabrication, construction and fit, each collection comes together as a complete story that fits seamlessly into the chic, modern lifestyle of today's woman.

Global Presence

The BCBGMAXAZRIA experience begins in its retail boutiques. Inside 389 branded boutiques worldwide and 234 "partner shops" in leading retail chains like Saks Fifth Avenue, Bloomingdale's, the UK's Harvey Nichols and Singapore's Takashimaya stores, customers are greeted with the brand's uncompromising sophistication and commitment to quality in product offering, store design and seasonal collateral.

The seamless translation of Lubov's vision to stores is due to her direct involvement with every aspect of the customer experience. She oversees the company's merchandising, visuals, marketing and store concepts teams on everything from store décor and merchandising displays to window installations and promotions. Understanding the importance of employee education and training as an extension of her design vision, Lubov creates and stars in seasonal product-knowledge books and videos sent to each retail location, in which she explains the message behind the clothing, giving retail and wholesale associates the tools to effectively communicate with customers.

In addition to its impressive worldwide presence, the BCBGMAXAZRIA collection is available on the company's e-commerce website, bcbg.com. As with the brand's offline locations, Lubov oversees the complete online experience, working directly with the e-commerce and web operations teams to create an engaging, current online marketplace that reflects each season in imagery, content and offering.

Communications

BCBGMAXAZRIA's extensive media presence results from the diligence of the 80+ members of the company's in-house marketing and public relations teams, who work closely with Lubov to concept and execute everything from ad campaigns and social media initiatives to celebrity looks and editorial placements.

The brand has long partnered with talented artists such as Patrick Demarchelier and Paolo Roversi to create stunning ad campaigns featuring top models like Jessica Stam, Eva Herzigova and even Charlize Theron. In addition to outdoor and printed advertising of the campaigns, the images appear on the brand's printed collateral, website and direct mail, including regular catalogs created in-house and overseen directly by Lubov.

BCBGMAXAZRIA's customary slot at the beginning of New York Fashion Week also generates considerable enthusiasm for the brand and typically positions the collection at the forefront of seasonal trends. From the time they're debuted, BCBGMAXAZRIA designs are regularly featured on magazine covers and in feature spreads, both domestically and internationally.

The brand's dedicated A-list following contributes a substantial amount of publicity to BCBGMAXAZRIA, with stars like Alicia Keys, Halle Berry, Fergie, Carrie Underwood, Rachel Bilson and more regularly wearing the brand to events as well as in everyday life—precisely as the collection is designed.

Behind the scenes at every step is BCBGMAXAZRIA's chief creative officer. Lubov oversees the public expression of the brand at every point in the customer experience, whether it's choosing images for emails, pinning runway pieces backstage, refining catalog copy, tweeting behind-the-scenes insights or hosting events like the annual Whitney Art Party. Owning the casual reference to her as the brand's muse, Lubov not only inspires but also creates, executes and communicates the BCBGMAXAZRIA message with an engaging and unmistakable style.

HERVE LEGER

Brand Overview

Hervé Léger has been synonymous with glamour and sensuality since its inception in 1985. Reinvented by Max and Lubov Azria and launched in 2007, the Hervé Léger by Max Azria collection maintains the couturier's heritage while evolving through the Azrias' distinctive spirit. The signature bandage dress sculpts the body into a perfectly sensuous form that has been embraced by style-setters worldwide. Exclusive, intimate and unforgettable, Hervé Léger by Max Azria pays tribute to a modern femininity.

Global Presence

Hervé Léger by Max Azria is known the world over for exclusive, sensual style, an impression echoed by its retail locations. The collection is available in fourteen boutiques in the most exclusive shopping districts worldwide, as well as in high-end retail chains and specialty boutiques, and online at bcbg.com and net-a-porter.com.

Lubov works closely with the merchandising, visuals and store concepts teams to ensure a consistent, enticing aesthetic throughout the brand's retail locations. The enduring block logo and lavender/silver palette immediately identify the brand, and purposeful displays of the season's key pieces inform the customer from the moment she enters. To complete the customer experience, Lubov led the creation of the brand's authenticity program, debuted in 2009, through which customers can register their garments and become members of the Hervé Léger Elite.