



RUSLAN BAGINSKIY PROMOTION

Ruslan Baginskiy's promotional campaigns are grounded in playfulness, rooted in the culture, and catchy self-expression. The brand's signature RB monogram, embroidered, printed, or cast in chain, not only marks each piece as edited but positions the designer himself as the central character of the brand's image. The campaign places the label as a personal statement made public, featuring models, celebrities, and even animals in natural, spirited moments. This is not about wearing an accessory. It is a metaphor for wearing a personality.

Visually, Baginskiy's campaigns emphasise a bold, tactile energy through saturated colour matching, handcrafted detail, and the deliberate mixing of the refined with the irreverent. Deep reds, warm taupe, dusty teals, and soft blush dominate a palette drawn from Ukrainian folk tradition and contemporary street energy at the same. The contrast between polished editorial shots and loose, sun-drenched imagery creates spontaneity rather than suppressing it, inviting participation rather than contemplation. Sets range from terracotta Mediterranean staircases to open beaches and studio still-life environments that feel lived in, discovered rather than constructed. Objects and figures alike are placed with casual confidence, making the extraordinary feel wearable and personal.

Ruslan Baginskiy uses a strategy of seducing rather than presenting. Through collaborations with celebrities, popularity in social media, and the handmade detail, embroidery, chain trim, and the visible mark of the hand, the viewer is drawn into the brand's world. Campaigns circulate not as art objects but as cultural moments, inviting sharing, imitation, and desire. Collaborations with Beyoncé, Rihanna, and Madonna extend this visual language into global pop currency, deeply reinforcing the brand's ethos of accessible yet distinctive craft.

Ultimately, Ruslan Baginskiy's promotional work goes beyond the boundaries of accessory marketing, becoming a form of living cultural moment that strengthens the brand's identity as something simultaneously Ukrainian, global, handmade, and alive. The image, like the object it represents, is not offered as heritage, it is offered as an invitation to be seen.

