

Gosha Rubchinskiy Relaunches His Label After Seven Years

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Russian designer **Gosha Rubchinskiy** is officially making a comeback. After announcing his intentions on Instagram in February, the designer has relaunched his **eponymous label**, seven years after it was shuttered.

In an interview with *Business of Fashion (BoF)*, Rubchinskiy shared that he is ready to “*start all over again.*” A first drop of **wardrobe basics**—including T-shirts, jogging bottoms, rucksacks, hoodies, and bomber jackets—is already available in his online shop. Additional pieces like **jeans and coats** will follow later this month.

While the designer is exploring core essentials, he has also revealed ambitions to design **couture** in the future. But unlike many of his peers, Rubchinskiy is not looking to re-enter the traditional Fashion Week circuit. Instead, he plans a “**small world tour**” across China, Japan, and the US, engaging directly with his fan base.

A New Direct-to-Consumer Approach

This relaunch marks a strategic shift, with Rubchinskiy **targeting consumers directly online**. However, he has not ruled out **multi-brand retail collaborations** or the opening of **flagship boutiques** in the future.

Controversial Past, New Guardrails

Rubchinskiy’s return comes after his label’s abrupt halt in **2018**, following allegations of inappropriate messages to a minor during a casting process—something he and his brand have consistently denied. Speaking to *BoF*, he confirmed that he will now work with a **dedicated casting director** to oversee communications with models and agencies, ensuring greater professionalism and distance.

Financing and Collaborations

The relaunch is being funded through **personal savings and support from friends**, described by Rubchinskiy as a “**collective endeavour.**”

Since the closure of his label, the designer has held significant roles in fashion, including as **head of design for Yeezy**, Kanye West’s brand, until early 2025. More recently, he began collaborating with **Bikkembergs**, signaling his steady return to the industry.

A Second Act for a Cult Designer

First launched in **2008**, Rubchinskiy's label quickly rose to cult status, often associated with post-Soviet streetwear and worn by a global youth following. His **second act** promises a more measured approach—blending **core essentials, cultural narrative, and global community engagement**.

As his world tour and new drops roll out, the industry will be watching closely to see whether Rubchinskiy can successfully navigate both **comeback and controversy**.

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