Lyubov Panchenko (1938–2022) was a renowned Ukrainian fashion designer whose name became synonymous with creative freedom. An honorary citizen of the city of Bucha, winner of the Vasyl Stus Prize – these awards only partially outline her contribution to the cultural space of Ukraine.

The future couturier was born on the eve of the Second World War, on 2 February 1938, in the village of Yablunivka in Kyiv oblast.

Her childhood was tempered by a strict family atmosphere, where her artistic impulses were not always supported. However, the thirst for creativity in the girl's soul did not fade.

Studying at the Kyiv School of Applied Arts became a springboard for Panchenko, where her talent grew stronger and acquired professional traits. While working in a tailor's shop and later at the Khreshchatyk Model House, the artist tirelessly searched for her own unique style, while painting, drawing, and creating national costumes and outfits for Ukrainian bands.

Later, the artist worked at the Design and Development Technological Institute as a fashion designer. Her designs for clothing and Ukrainian embroidered shirts were published in the Soviet Woman magazine, and her patterns for embroidery were used by craftswomen throughout the country.



During a period of all-out assault on Ukrainian culture, the artist worked tirelessly to support cultural heritage and national identity. Her efforts revived the traditions of Christmas caroling and nativity scenes in Kyiv.

Her acquaintance with the Kyiv Club of Creative Youth was a breath of fresh air for Panchenko. Here she met people who were close to her in spirit, such as Vasyl Stus, Ivan Svitlychnyi and Nadiia Svitlychna, Yevhen Sverstiuk, and many others. Together, they created a new Ukrainian culture, boldly asserting their right to freedom of expression and national identity.

The famous couturier passed away at the age of 84 as a result of the occupation of Bucha by russian troops, having left a mark on the world of art. Her works are kept in the Museum of the Sixties and in private collections.

The story of the renowned artist confirms an unshakable truth: true artists find their way to people's hearts, despite all obstacles. Her works, marked by the unique Ukrainian national nature and the spirit of freedom, resonate today with great power.

Designer – Andrii Sahach. Engraver – Volodymyr Demianenko.



THE WORLD OF THE COUTURIER'S ART. LYUBOV PANCHENKO

