

# MIHAI



## Do you like London? Why? What are your favourite places and best memories?

I have mixed feelings about London. On one hand, it is a great place for networking and advancing your career. On the other hand, I think the fast pace doesn't allow people to settle in, at least, that's how it feels for me. That being said, I do love London, and I think my absolute favourite place would be the South Bank. There is something really spectacular in taking a stroll along the river while experiencing the many sides of London, from old, Victorian buildings to new and modern architecture.

The best memory I have in London is taking random buses with my fiancé, with no direction in mind and see where we ended up. There was something really comforting and relaxing in spontaneously discovering random places.

## Tell me more about you, your job, your lifestyle, your values and dreams.

I can't really tell you who I am as I am still in the process of understanding that question myself, but I was born in Moldavia in a farming village. Looking back at my childhood now, all I can say is that I am happy life turned out the way it did and got me to where I am today.

I am creative director for my own label in East Asia. I work in partnership with an investment company which allows me to live wherever I want while still being able to work. In terms of personality, I would say I am a well-adapted introvert. I can easily be outspoken in social and professional circumstances, but during my free time I thrive in solitude, away from crowded places. I observed, from a young age, that an extroverted attitude gets you further professionally, so I

trained myself to adapt my behaviour when necessary. I love mental stimulation from constant introspection, debating beliefs, morals and values. Mental stimulation has also become my criteria for building friendships and relationships. I am an advocate for acceptance, freedom of expression and equality, thus I connect with like-minded people. I value authenticity and individuality above all else, which I suppose are the qualities I admire most in a person.

In my design work, I subconsciously approach the aesthetic of the ugly, where I unravel the beauty from a concept that is not standardly described as beautiful. There is something really powerful in challenging my own perception, and also the perception of the viewer.

## How would you describe your style?

It's quite challenging for me to describe my style, as it has been constantly changing alongside my journey to embody my authentic self. I am slowly dealing with and healing from trauma and limitations from the past, which gradually offers me more confidence and freedom in my style. But if I were to try and describe it in a few words, it would be genderless, unapologetic and norm-pushing. I would like to say that I finally understand my own style, but that would be far from the truth. I feel like my journey has barely begun. Choosing my favourite colour is yet another difficult question, especially as a person who works with colour on a daily basis. I normally get obsessed over a certain colour with each collection I work on so it changes every six months or so. At the moment, I am low-key obsessed with a lemon-yellow shade.

## Where can we follow you?

My Instagram account @mu.mihaiursu.

**London Faces** is a portrait gallery by Alexa Roche Photography.

Composed of encounters, stories and colours, it takes you behind the curtain to discover London's most extraordinary characters. With London Faces, Alexandra's goal is to shine a light on remarkable personalities and uncover their unique nature and beauty. The outcome of this journey is to provide a vibrant portrait gallery showing the true colours and diversity of London. You'll find her at [www.alexarochecom.com](http://www.alexarochecom.com) and follow her on Instagram: @alexarochephotography & @london.faces