This concept relates to an image of a modern woman, a huge shift in her ambitions, tastes and even identity.

THE new woman is not afraid of showing her true self through bold clothes, but she does not dress solely for attracting men’s attention. She won’t be silent when she is pushed down, she has the means and the ability to fight off her rights and freedom.

Why “Poisonous Flowers”? In many different cultures and especially in poetry woman is referred to a “flower”. The traditional way of seeing a woman is about showing her feminine beauty to her husband, not to be pretty for her own sake. “Flowers” are meant to please the eye, hardly for anything else. But then there are a very special group of flowers – often bright, like azalea or bleeding hearts – that can fight off if you touch them. Most of them are not dangerous if you don’t eat or torn them from the ground, but if you do, you will have to face the consequences.