

# Russian Designer Launches Label in U.S.

By [The Moscow Times](#)

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WASHINGTON — A 21-year-old Russian designer, whose last venture in the United States opened and closed in the span of seven months, is to launch her designer label, "Lublu," in the U.S. this summer, Fashionista.com reported.

"Lublu," which means "I love" in Russian, was launched by Kira Plastinina at the Milan Fashion Week in 2008 when she was just 15, but has been unavailable in the U.S. until now.

Plastinina will open the first "Lublu" store in Dallas, Texas, where she is a student at Southern Methodist University.

Plastinina's father, Sergei Plastinin, is the multi-millionaire former CEO of Wimm-Bill-Dann, one of the largest dairy product companies in Europe.

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