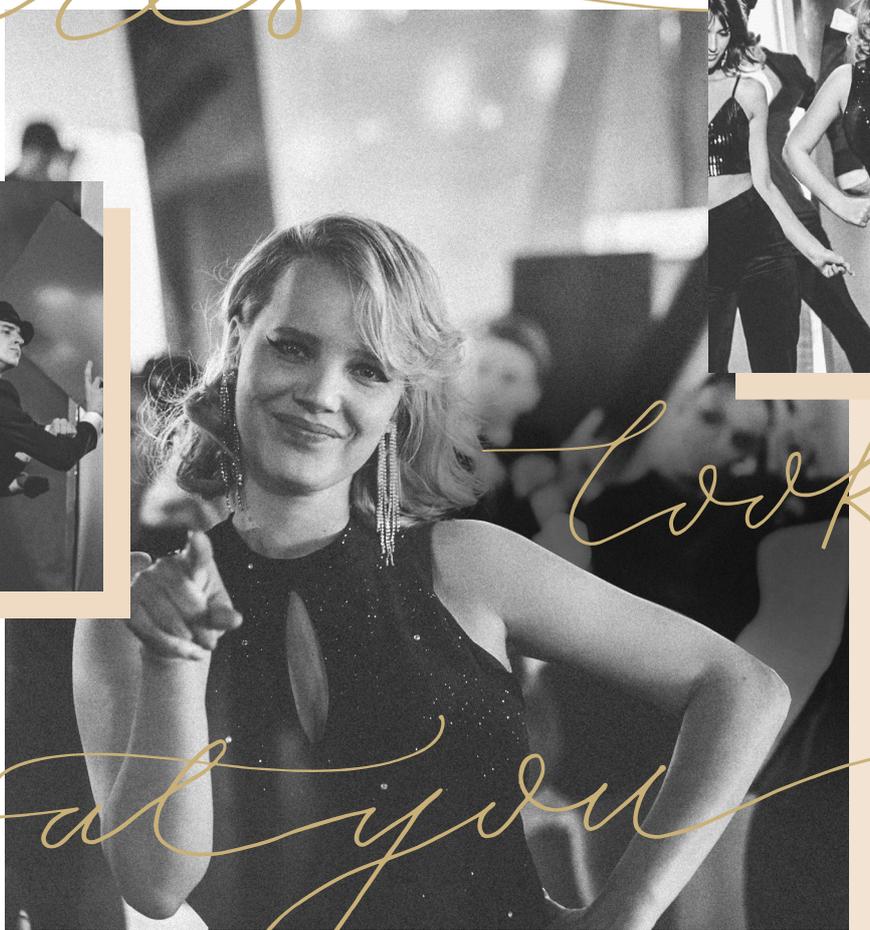


PROMOTED CONTENT

Here's



Looking

at you

We talk to Joanna Kulig about the film that has made her the critics' darling and her collaboration with a fellow Polish export – the breakout brand Reserved

Joanna Kulig doesn't have a smart phone. In her downtime, she likes to be "invisible". A tall order when you're Poland's answer to Hollywood golden girl Marion Cotillard. "I enjoy people and I enjoy talking. But if people know you're open, sometimes they want to chat for 20 or 30 minutes." I don't blame them. Kulig is easy company.

When we meet for breakfast at Berners Tavern in central London, she's wearing a denim jacket, straw trilby and her face is clear of make-up. At first sight, she's more girl-next-door than screen siren. But as Kulig leans in to discuss her latest projects, using her whole body to tell stories, you can see why the Oscar-winning director Pawel Pawlikowski chose her to play Zula, the smouldering, complex heroine in his new film *Cold War*.

Spanning two decades and four countries in post-war Europe, the epic love story earned Pawlikowski the best director nod at this year's Cannes film festival and looks set to make Kulig a global star. The film's international success "means something" because it's in her native tongue, she says. "But people all over the world can relate to it and it's important to highlight this universality now that the world is more open. Polish people can

travel freely today, which wasn't a given after the war. We see different cultures and are finally able to fully explore fashion."

Poland is certainly finding its fashion feet. In February, *Vogue* launched its first edition there, and Warsaw has designs on being Europe's next fashion capital. Then there's Reserved, the Polish retailer that is fast becoming a high-street giant after making its glittering debut on Oxford Street last year.

Kulig follows in Kate Moss's footsteps as its brand ambassador, featuring in three short films to showcase the AW18 collection. "It was important to me that my first fashion film campaign be for Reserved, a Polish label," she says.

The films see Kulig rocking disco sequins and metallic pleats, as well as the reworked classics that she swears by in her own time. "I like white shirts, tailored trousers and simple elegant summer dresses," she says. "As an actress, clothes are important to me because they're about building character. When I'm alone, I need simple colours and no make-up."

As I leave Kulig to her breakfast, I spot the subtle glances from neighbouring tables at the animated woman in the straw trilby and suspect she won't be invisible for much longer.

**RESERVED**

WATCH KULIG'S DEBUT FASHION FILMS AT [RESERVED.COM](https://www.reserved.com)