

Irina Lansk Nominated for Best International Fashion Model at New York Fashion Awards 2026

The nomination marks a new chapter in Irina Lansk's journey from business and technology into fashion and creative expression.

NEW YORK, NY, UNITED STATES, August 29, 2026 /EINPresswire.com/ -- Fashion model Irina Lanskaia, professionally known as [Irina Lansk](#), has been nominated for Best International Fashion Model at the [New York Fashion Awards 2026](#), marking an important milestone in a journey that brings together business, technology, fashion and creative expression.



Irina Lansk is nominated for Best International Fashion Model at the New York Fashion Awards 2026

The prestigious New York Fashion Awards, now in its ninth edition, recognize excellence, creativity, innovation and leadership across the fashion world, celebrating models, designers and other creative professionals who contribute to the industry. The awards are closely connected with the Luxe Varié Magazine fashion and media community.

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Irina Lansk

Originally from Russia, Irina Lansk built her professional background in business consulting, technology and startup ventures. Her career outside the creative industry taught her to approach ideas strategically, develop projects from the ground up and understand the importance of vision, persistence and the courage to pursue ambitious goals.

Alongside that path, fashion remained an important part of her life. What began as a creative passion gradually became a stronger part of her identity and a space where she could explore a very different side of herself.

In her early thirties, Irina Lansk made a conscious decision to give greater attention to that creative side of her life. Her nomination at the New York Fashion Awards represents a particularly meaningful moment in that evolution.

“For a long time, I saw fashion as something I loved but kept separate from the more traditional professional path I had built,” said Irina Lansk. “This nomination is meaningful to me because it represents the idea that your life does not have to follow one predetermined direction. You can evolve, rediscover what inspires you and create a new chapter.”

Her creative interests center on runway fashion, editorial imagery and visual storytelling, with a particular appreciation for designers whose work reflects strong creative vision, craftsmanship and individuality.

Her background in business and technology has also influenced the way she approaches creativity.

“Business taught me how to think strategically and understand the importance of a strong vision,” she said. “Fashion gives me a completely different form of expression. I love that these two sides of my life can exist together rather than having to choose one or the other.”

The nomination also carries a personal meaning for her as a mother and in the example she hopes to set for her 12-year-old son.

“One of the things that matters most to me is what my son sees through this journey,” she said. “I want my son to grow up knowing that everything is possible. You can devote years to one path, choose a new direction later in life, and still build something meaningful and successful. That belief — that it is never too late to dream bigger and create a new reality for yourself — has always been one of my mottos in life.”

For Irina Lansk, that message extends beyond fashion. She hopes her story can resonate with women who may feel that changing direction or pursuing a long-held ambition becomes less possible with age.

“I think sometimes we create artificial deadlines for ourselves,” she said. “We decide that certain dreams belonged to an earlier version of us. I have learned that you are allowed to change, become more ambitious and take something seriously simply because it matters to you.”

The New York Fashion Awards 2026 brings together nominees and creative professionals across modeling, fashion design, styling, photography, beauty and related disciplines, highlighting achievement, talent, leadership and creative impact.

For Irina Lansk, being selected as a nominee is especially meaningful because the values

celebrated by the New York Fashion Awards — creativity, individuality, growth and the courage to evolve — closely reflect the philosophy behind her own journey.

Irina Lanskaia, professionally known as Irina Lansk, is nominated in the Best International Fashion Model category at the New York Fashion Awards 2026.

About Irina Lansk

Irina Lansk is a fashion model with a background in business consulting, technology and startup ventures. Originally from Russia, her interests span fashion, visual storytelling, entrepreneurship and creative projects. In 2026, Irina Lanskaia, professionally known as Irina Lansk, was nominated for Best International Fashion Model at the New York Fashion Awards.

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