

Beat: Entertainment

## CEO and Executive Producer of the Flame International Festival & Awards,

### YANA FLAME INTERNATIONAL

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**USPA NEWS** - Yana Flame, CEO and Executive Producer of the Flame International Festival & Awards, and fashion designer of Yana Flame Queen Couture, successfully launched her Charity Gala Fashion Show and Awards Ceremony in London on 31 August. The event was held at one of the most beautiful Gothic venues in the heart of the city — St John's Church, Hyde Park. The gala was fully booked, attracting international guests, high-profile figures and creative teams from more than 80 countries — all gathered under one roof.

Guests of Honour included:

- Lord Stephen Young of Westbury (UK) and Lady Anna of Westbury (Russia/UK)
- Barrister Prof. Mark Watson-Gandy OBE (UK)
- Afsha Khan — influencer, mental-health advocate and digital founder of Afshaology (UK/Pakistan)
- Irina Mironova & Nicole Vrapı — Kalinka Dance School, London (UK)

... and others.

The show was hosted by London presenters — singer Allis Allen and red-carpet host Deborah Jay Kelly.

Performances:

- Opera — Oksana Tereshchenko
- Pop — Allis Allen
- Saxophone — O Sax
- Contemporary ballet — Nikol Vrapı

We would love to interview Yana Flame and share the story of Flame International.

Q: Yana, what is FIFAF25 — what is it about?

A: Flame International is a unique, creative-driven project and one of the most elegant and prestigious events in the heart of London since 2018. This year we celebrate our 8-year anniversary. It is an exclusive platform for creatives from around the globe. We bring together a spectacular show with exclusive performances, an awards ceremony, celebrities and high-profile guests — all under one roof.

Q: What is the story or message behind your shows and your brand — “to be a Flame”?

A: FIFAF is not just a project to “show up”; it's about the Flame friends-and-family circle — a long-term journey of relationships and partnerships. Every time we create a warm, inspiring circle around me with people who are honest, respectful, personable, trustworthy, like-minded and passionately creative.

Q: What does this particular journey mean to you personally this time?

A: This Flame was organised as a tribute to our mothers — my mother TatYana (15 March) and my husband's mother Ireene (14 August). It coincided with my 11th year since arriving in the UK. For me, every Flame is a deep inner spiritual and psychological journey — a profound transformation for my soul. It's about my family and life story told during the show — a way to express and improve oneself and, through my creative vision, inspire others. It is about passion, love, beauty and my life journey; bringing messages to the world from the heart for a better condition of peace, love and beauty — to leave a meaningful legacy and a trace in culture.

Q: We hear this edition was produced at very short notice — just 12 days. How did you manage it, and what did you enjoy most?

A: (Laughs) Usually my events come together in 3 to 6 weeks. I love the adrenaline — it makes me more productive and focused. This time it was just 12 days — and I did it! It was the biggest challenge: either stop or go ahead, face fears and difficulties, and create something unbelievably beautiful. I'm proud I did it. The “tastiest” part for me is managing a huge event on short notice: building a great team, working 24/7, talking to people, researching and finding new creative collaborators, friends and partners. Each Flame is teamwork. This time I want to thank Glow by Elena Dragomir and her creative team for makeup and hair for our beautiful models. We showcased four substantial collections — about 20–25 looks each — with around 60 models on board.

Q: You prepared a special hand-painted collection with your artworks on dresses. Tell us about it.

A: Yes. I created a special hand-painted collection as a tribute to my mother, Tatyana, who passed on 15 March this year. I developed

it in Thailand and Malaysia over the past year. The first dress was painted on 19 June 2024 — my mother's 80th jubilee — with a large eye and the message "I see you". Later I painted many eyes and faces; after her passing I realised it meant she was watching over me. Over the last year I created 25 art pieces. As they say, every successful person has a painful story — release the pain and gain success. I became more sensitive, kind and strong, with even more passion, determination and creativity. These creations helped me to heal through art therapy and creative experimentation. Many artists create from pain and give masterpieces to the world.

Q: What is your life motto — what keeps you going?

A: "I don't just dream — I set myself goals that seem impossible and pursue them with vigour. After each achievement I say: this is only the beginning; a great future awaits — next stop, the top."

It is hard work — you must invest your time and energy and believe in yourself. I began from scratch and succeeded with my dreams. I have versatile talents and strong faith in myself and in success. People often believe in everything except themselves — that's a big mistake. "Impossible" for me is "I'm possible".

Q: You have many talents — designer, artist, event manager, producer, DJ, songwriter, dancer...

A: A truly creative person often works across many forms. My mother and grandmother were in fashion and fur tailoring. From childhood I made dresses and artworks, studied ballet and performed. Art, fashion, music and dance are everything for me; they're in my blood. From 16 I worked as a manager/event organiser, decorator and performer for an events company — weddings, festivals and more. I did floristry and balloon décor, later became a DJ for festivals, open-air and private parties. I've written poems and songs since childhood.

Now I'm a producer-DJ and songwriter; during my time in Asia I mixed more than 150 electronic tracks. My own techno and melodic-techno productions are coming soon. For the August FIFAF, I mixed the showcase music myself as a unique journey to tell my story.

Q: Most memorable music event as a DJ?

A: In January 2023, I was invited to perform at the Phuket Luxury Yacht Show. I delivered a two-hour set featuring my own productions aboard the magnificent super yacht Big Mama. The grand finale — as all the yachts sounded their horns in unison — was absolutely unforgettable. The atmosphere, the ocean breeze, the elegance of the crowd... they made me feel truly like a queen of the sea.

Q: Yana, congratulations on receiving the Mahatma Gandhi Leadership Award. Could you tell us a little about this ceremony and what it represents?

A: Thank you.

On 30 October 2025, I was honoured to receive the Mahatma Gandhi Leadership Award at the Lord Mayor of Oxford's Council Chamber — a remarkable event celebrating Global Indians and International Achievers, recognising leadership, peace and cross-cultural excellence.

This is my second Mahatma Gandhi Leadership Award, and my first recognition associated with Mahatma Gandhi, following the Global Indian Personality & Development Medal I received at the House of Parliament in London in 2019, marking the 150th anniversary of Mahatma Gandhi.

The award was presented by Ms. Lubna Arshad, Cabinet Member for a Safer Oxford and former Lord Mayor of Oxford (2023–24), on behalf of the NRI Welfare Society (UK Chapter). Among the distinguished guests and officials were His Excellency Mr. Mark Lygo, Chairman of Oxfordshire County, and representatives of the NRI Welfare Society.

The event united remarkable achievers from around the world, celebrating leadership, peace and cross-cultural understanding inspired by Mahatma Gandhi's legacy.

Q: What does this award mean to you personally?

A: It is a great honour to receive an award that bears the name of Mahatma Gandhi — a universal symbol of peace, compassion and integrity. For me, this recognition stands for the power of creativity and moral leadership to connect people beyond borders.

Q: We heard that the Prime Minister of the United Kingdom also extended greetings for this event?

A: Yes, that's true. The Prime Minister kindly sent his message of appreciation, highlighting the importance of cultural and humanitarian ties between India and the United Kingdom. It was a touching moment that reflected the spirit of unity and collaboration.

Q: Would you like to say a few words of thanks?

A: With deep gratitude, I would like to thank the NRI Welfare Society (UK Chapter) and Dr. Deepak Singh for this honour, as well as His Excellency Mr. Mark Lygo and Ms. Lubna Arshad for presenting the award in such a meaningful ceremony.

celebrating creativity, humanity and leadership.

And above all, my deepest gratitude goes to my husband — my source of strength, inspiration and quiet courage. We have walked through many storms and still stand side by side. His love gives me wings and reminds me every day that everything is possible when it is built on love and trust.

To my wonderful team — the best team in the world — thank you for your dedication, creativity and faith. You make every dream shine brighter.

Honourable Guests:

His Excellency Mr Mark Lygo — Chair of Oxfordshire County Council

Ms Lubna Arshad — Cabinet Member for a Safer Oxford and former Lord Mayor of Oxford (2023–2024)

Dr Deepak Singh — Hon. Convenor, NRI Welfare Society (UK Chapter)

Dr Konstantin Pavlidis — Vice President, NRI (Non-Resident Indians) in the UK

Padamshri Dr V. K. Shah / Dr Vijay Kumar Shah — President, NRI Welfare Society India

Mr Gurinder Singh — Secretary General, NRI Welfare Society and Member of the Press Council of India

Next milestone: Flame International 8-Year Anniversary.

Special Recognition of the Year Award & Luxury Gala Fashion Show

London, 19 December 2025

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UPA United Press Agency LTD

483 Green Lanes

UK, London N13NV 4BS

contact (at) unitedpressagency.com

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