The contemporary fashion communications project, entitled "Fashion as Art," opened a new horizon for the students concerning cultural heritage. The project was initiated by Professor Susan Postlethwaite from the London College of Fashion, and led to the opening of the workshop entitled "Fashion as Art" in the Museum of Macedonia, led by Professor Gordana Vrencoska, MA and Assistant Professor Jovica Mijalkovikj, MA.

The "Fashion as Art" workshop aimed to explore the artistic research, creative processes, complexity and narration in the fashion communication. The project began with a three-day collaboration workshop with the Fashion and Graphic Design students at the European University – R. Macedonia and the Museum of Macedonia as partners.

The "Wedding Stories" theme was chosen as a sublimate of the richness of family heritage, constraints of tradition, symbols and rituals of happiness, traditional versus contemporary customs, past and present, memories, traditions. Adorning, concealing and multilayered characteristics, ceremonial narratives, and designer stories were central to the process. Through these narratives, the designers aimed to provide their own contemporary interpretations of these traditions, which resulted in new artistic ways of fashion presentation.

The "Wedding Stories" fashion show presented the completed works of the designers. By exhibiting in museums, the designers' creations became a special platform for presenting certain artistic values. The project was an expression of the artistic research and cooperation with the Interior Design students and the Museum curators, which resulted in a new horizon for the students concerning cultural heritage.