What sustainable fashion means to me

First and foremost, it is about creating awareness about why we buy things and if we know the process behind what we purchase. In other words: who made it? Have living wages been paid? Are there healthy working conditions? Also, what material has been used? Is it harmful to the environment or toxic for our skin?

So much is unknown and there is not one simple solution. Full sustainability does not exist, but there are always better alternatives and sustainable fashion is about finding them.
What I learned from the Industry Disruptor

Relating with other entrepreneurs is powerful. I was able to learn so much from others in the program and better define what stage my company is really at. The access to in-depth information on raising capital allowed us to boost our visibility and brought us in direct contact with potential partners and investors.

Challenges I strive to overcome

Persisting. Keeping multiple levels of the company running is demanding work and raising money at such an early stage has been challenging.

How I advocate for female empowerment in fashion

Fashion is one of the most unethical and polluting industries worldwide, so we curate garments from brands with production processes, materials, and values that treat people and the environment with care and consideration. We set principles for the businesses and artisans we choose to work with and aim to empower the working conditions of all workers, including women, across the sector.