

A vibrant, pastel-colored collage background featuring various fashion and lifestyle items: a smartphone with a 'WEBEN' logo, a green leaf, a pink lip gloss, a pair of pink sneakers, a green line drawing of a planet with rings, a pink starburst, a pink ribbon, a pink zipper, and a straw hat.

# **FASHION MAKES THE STYLE GO ROUND**

Talks about the world of  
sustainable fashion,  
entrepreneurship and  
bespoke clothing



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# FASHION MOVES FORWARD

Beside the idea and the good will – inspiration that drives people to create is essential for project's success. Besides that, doing something that benefits society and environment such as sustainable and responsible fashion brings an added value to our work.

Gathering organizations that have the same goals and endeavor to deal with numerous and challenging aspects of the fashion industry, this project was designed and implemented with the same positive spirit as when it was born in the form of the potent idea.

Entrepreneurship goes hand in hand with any industry, so new ways of doing things and educating on entrepreneurship were included. Knowledge was taken up, attitudes were changed, skills improved, and many valuable information shared on the topic of environmental protection.

The key to change is people, so we gathered many under the roof of the project “WEBEN – Portal of entrepreneurial education in new key”, meaning that PORTAL is the door to innovative manners in which we do fashion, so recycling was largely promoted under the process of upcycling.

Many partnerships were made along the way creating a network of like-minded individuals and groups, vibrating in the name of fashion reframing.

The obstacles to disseminate results caused by the COVID-19 pandemic were overcome by the agility of local organizations to fulfill tasks in the best way they can, whenever, wherever, and however possible.

I'm proud to have the team of fearless front liners that do the youth work in energetic way under any circumstances.

I owe big THANK YOU to all the partners and individuals involved in any part of the project realization. Each one contributed greatly and gave immeasurable amount of energy, creating the favorable context for work-related satisfaction every step of the way.

This won't be one-off project that stops here, but a polygon for our future initiatives when it comes to the entrepreneurship, responsible fashion, modern traditions and environmental protection.

We've just started and we are looking forward to the potential project continuation under the new funding period 2021-2027 of the Erasmus+.

In Belgrade, September 2021

Tamara Petrovic  
WEBEN Project manager  
President of Best-seller

**WEBEN – Portal of entrepreneurial education in new key**

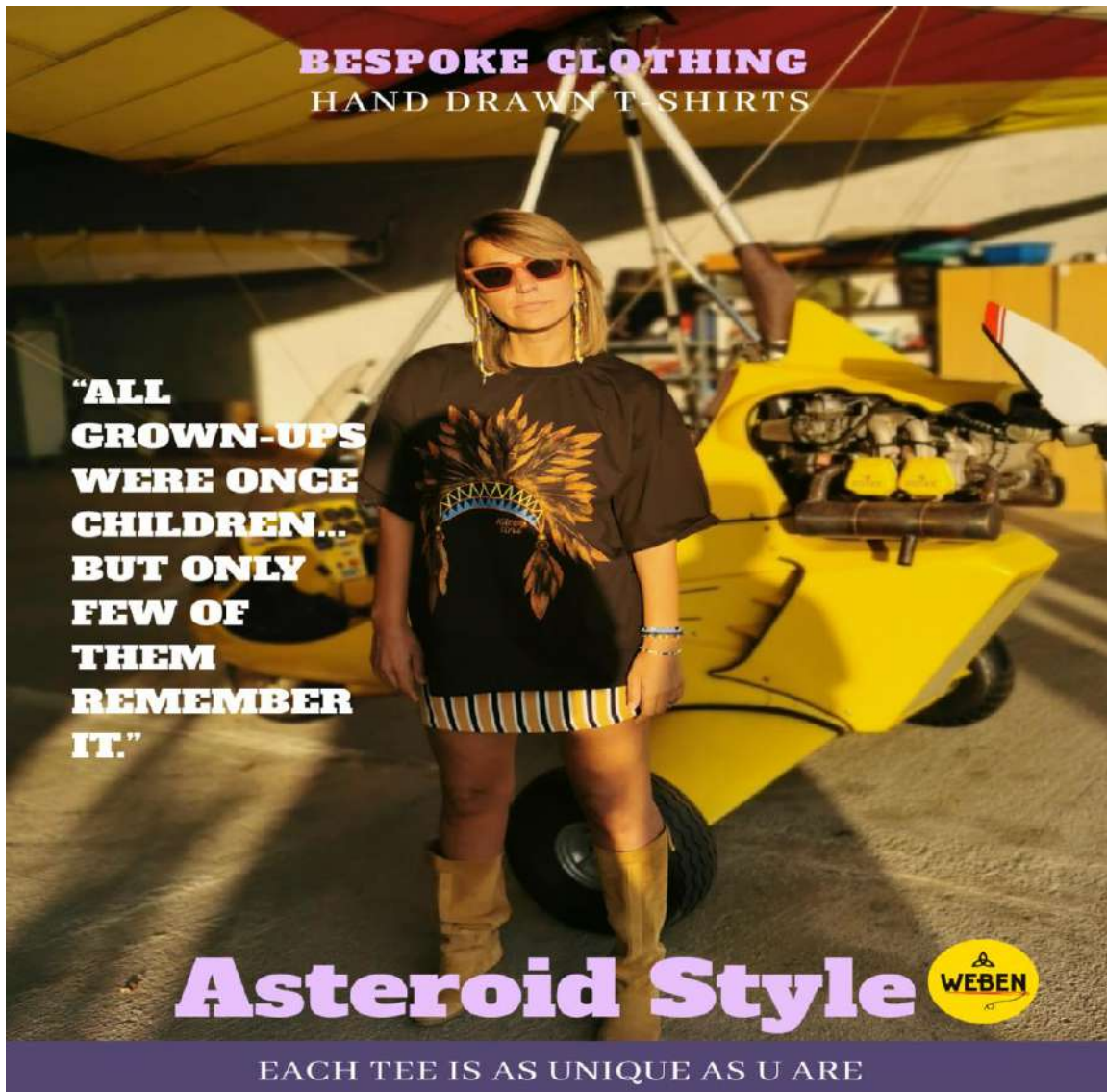
**Fashion makes the world go round feat. Fashion makes the style go round**

**Transcript of talks that we had during the Round table with intuitionists in the world  
of business and fashion**

## Tamara's introduction


Today we will be speaking about different aspects of creativity and inspiration. The key word of today's roundtable is inspiration and different aspects of inspiration, not only when it comes to fashion but when it comes to not art but, this *artistic lifestyle*. And in the new world that we are having, time is now divided as the BC – previously was before Christ, now this is – before Corona.

The new narrative is completely wrong and creativity is the next law as I believe.



**BESPOKE CLOTHING**  
HAND DRAWN T-SHIRTS

**"ALL  
GROWN-UPS  
WERE ONCE  
CHILDREN...  
BUT ONLY  
FEW OF  
THEM  
REMEMBER  
IT."**

**Asteroid Style** 

EACH TEE IS AS UNIQUE AS U ARE

### **Tamara**

The new reality as well is having all these items and devices because some people were not able to travel as their countries are closed for them in situation. That's why we decided at least one activity to be online and offline at the same time.

### **Tamara**

Good morning, everyone, welcome to the round table of the project **WEBEN – Portal of entrepreneurial education in new key** and as you might already know, the new key is creativity.

Today we are going to use the inspiration as the key word, and deep in the lives, professional lives, and maybe personal life of our speakers today.

I'm Tamara from Best-Seller hosting organization of this Round table and I will be moderating the roundtable – Throwing some questions, tricky key questions to our speakers, or here today to our guests. So, to deal with us, on my right side, your left side is a friend of mine and colleague of mine, from Sweden, but with Serbian roots, deep Serbian roots. That's why she got back over here to become the entrepreneur – **Vladica Culic**.

And the topic today is the “inspiration for transformation”. She will be talking about her transformative action, we will build on fashion, how she manages to have the street style image using the items she buys from the flea market. People usually think that her outfit costs pretty much but most often doesn't cost more than 20 euros which we should buy.

The next one is also a friend and colleague of mine – **Marina Ackovic** – and she will be talking about the “inspiration for creation” meaning that she fled from the corporate world in the creative world starting her own business venture with the T-shirts, hand painted drawn T-shirts with programmed Asteroid style, one of my favorites.

Also, here is **Nevena Lukic**, one of the facilitators during this training course of the project and she will be talking about “inspiration for development”, as she is also the business developer.

Here we are having a colleague from India, **Mr. Kerron Vaishnav** that will be speaking via ZOOM platform and his topic is the inspiration for community contribution through entrepreneurship into fashion.

Now you know what we are going to talk about and our speakers over here going to share their stories about their topics.

Vladica, please, can you kick-start?



## **Vladica Culic**

Can I kick start where was the inspiration for transformation coming from?

Well, I started doing it, as that transformation was very interesting actually because we're always transforming when it comes to clothes. I was really quite boring child, like I didn't know which way I would go, I didn't know anything about style but then I started exploring through a friend of mine actually who took me to some flea markets in Sweden, I think I was 13 or 14. And coming from Serbia flea markets are often considered as games and things for poor people like when they don't have money, when they don't have started anything, just take something and especially back then was like 2002 that was even bigger. Now we have all these vintage stores and it became more popular, but then it was really something that was boring and not having anything to do with original style. But a friend of mine took me there. And I was very skeptic, I was very much into these brands and wearing all kinds of like, expensive brands. Then I saw the entire world there, it was beautiful. I started exploring and taking things and working on them, I wasn't satisfied with just buying something from the market - I had to cut or to spray.

## **Tamara**

Okay, along with that you're a painter as well as to be, selling paintings, it became not enough for you also started doing it professionally. And now tell me, what do you do now? Because, having these all the cluster over artistic things that inspirations around, you are the entrepreneur now, so basically, having one cultural space in the center of Belgrade, what do you do over there? Or what kind of activities? Are there any inspirational streams?

## **Vladica**

Yeah, two years ago, I moved back to Serbia, and I opened a bar in the center of Belgrade. And it is from the beginning. It is a bar you can have a cocktail, you can have great coffee, but it is actually a house of creativity. So we are doing all kinds of stuff. We are making workshops and make over clothes, make over workshops, pop-up events, they're having all kinds of creativity moments. So yeah, it's a very colorful bar. It's one of a kind in Belgrade. And all kinds of people are welcome. I am doing some prints on some hoodies, we're making this kind of socks where we're taking this really old school granny socks and putting patches on them. Yeah, just mixing everything that can be mixed.

**BESPOKE CLOTHINGS**  
HAND DRAWN T-SHIRTS

**"GO OUT IN  
THE WOODS,  
GO OUT. IF  
YOU DON'T  
GO OUT IN  
THE WOODS  
NOTHING  
WILL EVER  
HAPPEN AND  
YOUR LIFE  
WILL NEVER  
BEGIN."**

**Asteroid Style**



EACH TEE IS AS UNIQUE AS U ARE



### **Tamara**

How do you manage to survive as the young entrepreneur, do you have the investors or have any kind of support from the community or from the individuals?

### **Vladica**

The community, the entire community is very, very good here, especially in these Corona times.

I don't have investors per se, but people are helping constantly, both with building the space because it's me and my partner, we two of us built this place together, it's 130 square meters and we renovated it completely alone with help of friends and people who really care. No particular invest investors, but a lot of helping hands and people who want to help.

### **Tamara**

The community power led over there. Good. Thank you very much.

Now we are moving on to Marina's story. Ex "corporate Marina", now is creative Marina.

Marina, what do you do? What's your story?

### **Marina Ackovic**

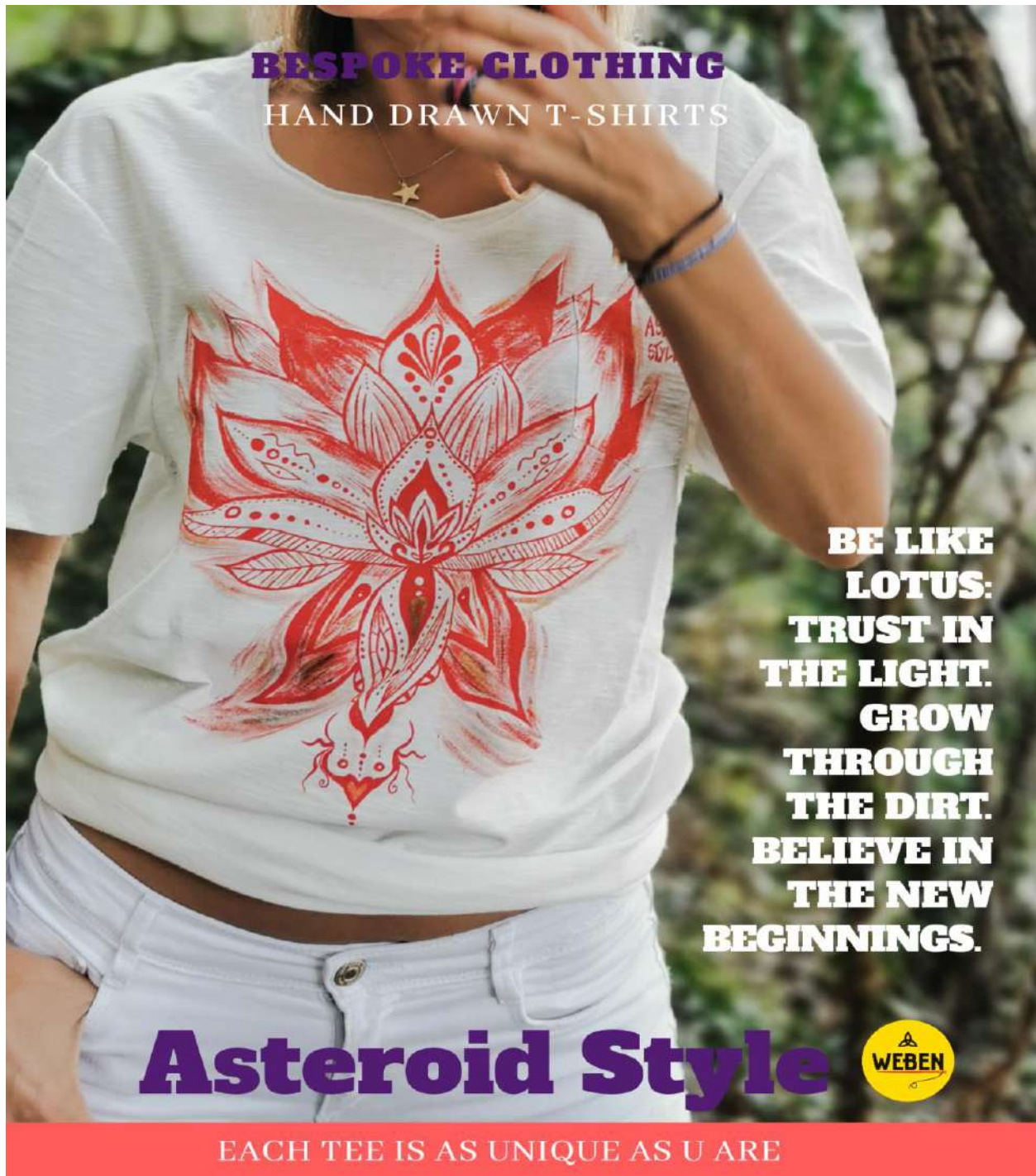
Marina has been all her life in the creativity. My fashion is passion. I started with making my own T-shirt when I decided to move on from the corporate business and to start to live my new life and to put myself in the other's shoes and to see the world with the otherwise and to live my passion.

That's how Asteroid was born. The same name actually means the story about the different people, the different soul on this planet, as all my T-shirts are unique as we are because you're different. I'm different. We all have different skin, different shape, different size, just like the asteroid in the sky. Actually, we are the same but unique and that's my concept. By making this T-shirt I give you my energy and we share together energy and share the new way of life and the new way of the fashion industry. I think this is the very important, to put touch, our touch. As you say, you touch this, this little thing, with this traditional sauce. I think, just basically T-shirt and put on it my spell, my touch, my expression, this symbol to represent YOU actually.

When you see who I am, you see maybe the power if you in this moment feel the power, you need to recognize with this T-shirt. Some flowers, when I call them to bloom, the blooming is the moment in the life when you start to think out of the box, to think with your soul, with your heart, for me is the passion because you need to follow your heart in all of your business. Never mind, it was not a question. You deal with corporate world, but you need to put your

passion.

I think this is very important to the whole business, not only in the fashion.




**BESPOKE CLOTHING**  
HAND DRAWN T-SHIRTS

**BE LIKE  
LOTUS:  
TRUST IN  
THE LIGHT.  
GROW  
THROUGH  
THE DIRT.  
BELIEVE IN  
THE NEW  
BEGINNINGS.**

**Asteroid Style**

EACH TEE IS AS UNIQUE AS U ARE



**Tamara**

Because it's nice.

**Marina**

You have opportunity to say lot about you, who you are, you represent your own.

**Tamara**

What you're replying is that we are all our own specificities we have our own preferences, but there is one line that connects us all, that it goes through energy. And this is the topic of many, many of your patterns, and that is – Love.

**Marina**

Love is everything. When you love what you do – you don't work actually. And I am sharing love and joy wherever I go.

**Tamara**

That's true. Thank very much Marina and one thing that you mentioned referred to Nevena's lecture yesterday. Thinking out of the box, but again, you have to get into the box in order to develop your business because we can all have a passion, we can all have these ideas but still we have to develop it in order to fit it in the economic world and the context that exists today.

And that's why we're having this lady over here her topic is "inspiration for development". So development of business in the fashion industry or textile industry.

However, Nevena, what else is needed over there beside the fashion?

**Nevena Lukic**

Good question, because when you say fashion, first thing that comes to your mind is that – creativity, all these soft skills and top touch, but as you said there is business. And the business without money and portability cannot form.

We can be passionate as much as we want but it is not working.

What was interesting for me when I was working as a consultant, I had the pleasure of working with a few fashion companies and even though it is fashion, I realize that it's really traditionally, it's very capital intensive, requires a lot of financing, a lot of a lot of money to be invested in order to have successful business. And as some of you know, in former Yugoslavia we had a few huge, gigantic fashion companies and now when even after the country split we have real quality workforce, people that were very skilled in this specific industry with specific knowledge, but you know, we are talking about people that will be retiring soon.



**BESPOKE CLOTHING**

HANDMADE T-SHIRTS

**WOLVES DON'T  
PERFORM IN  
A CIRCUS, AND  
PEOPLE WITH A  
MIND OF THEIR  
OWN, DON'T  
PERFORM  
IN A CIRCUS  
EITHER.**

**Asteroid Style**



EACH TEE IS AS UNIQUE AS U ARE

For example, in Serbia, I do not know for other countries but in Serbia, we are really lacking skilled workers in fashion industry, and that's really a problem to see that, even if you have a creative team, you have good designers, but you don't have the people that are going to make the products.

That is definitely I would say one of the main issues in fashion industry in Serbia, when it comes to these big companies that are operating out there. Then what happened, at some point, I decided to start buying basically, only the clothes that was produced by our local small designers and I want to see what they are like, how they work, and how they managed to stay in the business, knowing how the big companies in Serbia are looking like, what are they struggling with. I realized that basically, the concept is completely different. So you will say it's the same industry, it is fashion industry. But here we have these big companies that need to invest machines that need to invest really a lot of money in, in assets, that is really capital, and they are lacking workforce. And on the other side, you have a usually a group of young people that are doing all these by themselves. And, you know, you see the same business, but done in two completely different ways. And what I actually learned from that is that they ended up with something that Vladica already mentioned, cooperation. If you connect, and then something that we mentioned, yesterday, you need a supplier, you need someone who's going to produce something you need designer who's going to give you creation by idea, you need someone to pack all of that and to deliver all that. If you have small entrepreneurs, doing some segments, in the value chain, you can find a small company producing black and white T-shirts, then you have Marina, whose main asset is her imagination for creativity, then you'll find again, small company that is producing cardboard boxes. If you connect one with each other, you have a closed value chain and you're all helping each other. And I also used to say, sometimes I'll get a better price from a small company then from a big company, if I come and say „Okay, I need five other T-shirts”, they'll say “I'm sorry, I don't have time to deliver for you. I have more important customers.” But if it's a small company, then they'll have the interest to work with you. They'll be offering you a better payment terms, they'll be offering better deal because they know that you will go to your friend and you say “Oh, I have a partner working with me. Why don't you go to this person?” So it's not only that, you are connecting, but you are also spreading basically the word and that is the way to gain new customers. I believe when it comes to fashion industry and entrepreneurship, this way of connecting and working at small companies connecting with each other is a really good way to make your business. I'm really glad to share Marina's experience to us.



**BESPOKE CLOTHING**

HAND DRAWN T-SHIRTS



**\*SPEAK WITH  
YOUR BODY.  
THINK WITH  
YOUR HEART  
AND LOVE  
WITH YOUR  
SOUL".**

**Asteroid Style**



EACH TEE IS AS UNIQUE AS U ARE

## **Vladica**

I think it's possible definitely, it's not that every country contains extremely creative people and every country contains extremely willing people to even like this dry, boring people who maybe are at this corporate world which needs creativity because everyone needs creativity. So, there will be people who will say okay, this is very interesting. I want to test or help you out and this way you will be a part of it. I want to be a part of it somehow. It's just important to keep doing it because it draws attention when people will see it.

## **Nevena**

And let's be honest, 1000 euros for someone is a huge amount and for someone else it's not. Maybe if there is a person willing to invest and just support someone's ideas, someone's concept, maybe 1000 euros all goes to this side.

## **Tamara**

While they were talking about their experiences and sharing their knowledge and expertise in the things they do, I gave the topic to myself as well. So basically my topic is: "inspiration for elevation". So I will tell you the story about the year 2020. At the beginning of the year 2020, let's say January, February, last year, I felt after more than 15 years working in the social field, in the field of politics in the non-governmental sector, I felt so, so stuck. I was trying to force myself to fit into the rigid rules of success and follow it. I, according to some parameters, I became successful in what I do, but I did not become satisfied. And that's the tricky thing. And that's why we are talking here about the creativity as well, because we know how to become successful. There are lots of gurus, all around telling us how we should, when to get up, or what to do in the first half an hour and stuff like that, believe me, it can work, but not for a long time. So we are all different, as long as we have different dynamics, we have different passions, different visions of life, if we let us flow, we have to let our own vision flow. I became so stuck at the level of desperation that was unbearable. All the things that I need most probably some people would envy that. But I didn't. Well, I started to think, I mean I stopped to think and I started to feel. Let myself feel what is the thing that was missing? So, one part of the puzzle was missing all the time. So for a decade or two decades, something was missing. And that's creativity. And then I realized that I have a project about fashion and I know people who are into this. I realized that my outside community was really creative, but I didn't let them influence, I didn't let their influence overpower me because I was listening to some millionaire's thing. So, the last thing that we need in the world today is another millionaire and we need some kind of different style, different process and different outcome. And I believe that this unfortunate pandemic situation proved to be, how to say, at the end the good thing because people are turned inwards, to try to find their own space, their own place and to transform to elevate so I like myself because I let some parts of myself rule my world and then so to say that the need and the hunger for creativity, not for money, we cannot eat money. Our soul is not money, our soul is something else. That's my story and I'm really happy that I'm here today with all of you with all the people that are ready to be part of a warmer lions and awakening of people.

**BESPOKE CLOTHING**

**"I AM  
TRUTH"**

HAND DRAWN T-SHIRTS

**Asteroid Style**



EACH TEE IS AS UNIQUE AS U ARE



## **Tamara**

Sorry, Kerron, for my monologue over there. (Ha-ha)

Now it's your turn to share what we did during this fabulous 2020.

So, what happened is that Kerron and me met four years ago in Greece and from that point on, we started slowly cooperating together. It happened that he became a partner on this project and the miracle happened, because his inspiration within himself also started to burn. So, he will tell you now, within one year of isolation of being in quarantine, what we did together, and what Kerron did over there and one new brand within one year was born. That's the brand *Vavi* in India. We are creating the Eurasia cooperation together with this team over here.

- Kerron, can you please share what you have over there and what you created out of the pure inspiration?

## **Kerron**

Thank you, Tamara. And thank you everyone, for having me here.

Is it okay, if I share some presentation here with you?

Tamara: If you share presentation, those who are online will see, but it will be visible on the video that we are recording. So please explain a bit more, because those that are offline over here cannot see it.

Kerron: Okay, is it possible to enable the sharing the screen, I cannot access the sharing screen.

The project WEBEN actually is the inspiration for me to come together here to present myself and the story is very interesting. That it's not a story, well, it's a success story actually, I would rather say. So, to begin with, of course with this women project, the idea was coming from Tamara and all other you know our partner organizations. Before we start with the organization DISHA International Foundation, we have also established center for European studies and Education International. Well that was not a part of the project, but during doing all my Erasmus+ projects, we have got many ideas and that's the result of Education International, which is fully involved in the education activities, that sending students abroad and center for European studies, the Research and Innovation Center we have established in many universities in India, and that is only center for European studies created by our organization.

**BESPOKE CLOTHING**  
HAND DRAWN T-SHIRTS

**"LOVE  
IS THE  
FLOWER  
YOU'VE  
GOT  
TO LET  
GROW."**

*Collection  
"Lady Nala"*

**Asteroid Style**



EACH TEE IS AS UNIQUE AS U ARE



With the WEBEN project, of course, what we did during pandemic or after pandemic and while talking to Tamara and other partners, well, we started with actually one of the fashion shows and students were preparing for that and unfortunately, because of the pandemic situation, we could not attain this fashion show, but in the future, soon we will be taking many series of the fashion shows in sustainable fashion activity, because the WEBEN's aims and goals are the sustainable fashion making you imply plan or making you know, we relate to the art of social entrepreneurship. This is what all involved in the project and on the virtue of that we have started working on. When I first did the call for the fashion show, students started working on it and doing some trainings, since they are already connected, we made some trainings with the experts, they were working on the fashion and dress designing but not with typical fashion because we are talking about the sustainable fashion. We started with trainings and letting students know with the help of the expertise about sustainable fashion and we did some research on it. While doing that, we also made some study visits to some textile parks to understand the process of the fashion industry, the textile industry, and then we did research how the textile industry is the second biggest polluting industry in the world. How to decrease this and make you aware of the slow fashion rather than making them aware to be into the fast fashion.

So, these are some pictures where we did some study visits in some of the textile Park, we visited some companies dress apparel, production houses, so, this was it.

Well, when we visited and did some research on these sustainable fashion we came to know and we came up with some idea because in India we have a tradition of wearing saris. Now, what happened is while doing this sustainable fashion, one of our participants came up with the idea like you know, saris are only worn by 50% of women now women are built to job and doing many things. So currently 72.4% woman they work and thought of that 50% woman, they do not use saris, and you know that saris are like nearly seven meters long. And each sari, they are not using they're sitting in the cupboard and not having use of it. Finally, what happens is that it goes to the trash, or it is just dumped somewhere. Otherwise, they sell it to some people who they do this service to tear off and use it for cleaning in the industry or they use it for cleaning and they just dump into the garbage lines and it's making a lot of pollution. The other countries that are also there like Bangladesh, Nepal, Pakistan, Sri Lanka, in these countries, there are also people who wear saris, women of course. While doing this, we came up with the idea because not many women nowadays are using sari, so, we created a program called *Re-sari*. So, Re-sari remains this seven-meter-long cloth, which is sari, we use it to create new dresses, which I will be showing Next slide. And of course, the most of the saris are made up of a natural fiber, which is not up to human body. This was our actual idea and with that idea, we formed a brand called VAVI - The reframe. Why this name? There is a story about Reframe as one of the European Commission worldwide project going on with the innovation technology in the textile industries like for example, in some dresses, they have some microchips and to understand the body temperature, the heartbeats and everything. That is usually used in the medical areas. Under this VAVI, when we started working, we came out with many ideas and we chose three of the basic ideas involved in our

production. Re-sari is one of that what we are talking about. In India, it's a culture of not many people who use clothes. If I don't have it, either it goes to the poor or you know, just go to the dumping station. What we thought okay, if I make something of sari, and I sell it, other people will not be interested to buy because it's used sari worn by someone else. With the re-sari plan, we have also started working on the idea of your phone. Bring your own traces or you know saris where we can modify it, design it and stitch it, made that stitching to it and make the different choices of it. And the third one is a jumper because when you see Indian women, they are wearing saris. They have a top, which is called a blouse in English, but in a local language it's called jumper. The jumper is mainly used only as a short top. So nowadays, fashion is coming out in India also, they are also very good with the jeans, modified with the Indo Western designs. So under VAVI brand, we have started working on these three ideas, and while working on these ideas, you can see my team have successfully made these dresses, which is on the screen now, you can show it later to the offline participants or the case. We created these dress materials from some new saris which we're not selling now, and some new saris, so you can see these models, they have wearing the dresses. We exported these trace material to Europe in Latvia, and in Serbia. So this is one of the slide which shows the success story and these two, they are working on it. So we also sent some dress materials to Tamara to understand how we work on, and we have successfully done some export work on our idea. These things happen only because of the project

WEBEN.

Now, after this we didn't stop. So we were talking about the jumper. So if you see this lady wearing a nice short, top which usually, the woman wear in India with a sari. What goes through we have done is we have formed a self-help group, with the help of this youth, who they will work with us to self-help groups are usually those groups where the housewives, they have some artwork doing that they do behind the class and you know a lot many things, but they don't know how to market it where to sell it, and they are not trained or they will be. They didn't go to any school or fashion designing school. So now my team, they're training them, technically, and these house movements, they're also working on this jumper project, and soon we will be coming out with many good ideas and we'll be selling it out online, and we are also under construction of the new web-site of VAVI, which will be available worldwide, and will be selling on many online platforms.

Also, this is also a success story because of the WEBEN project what happened is we contacted many organizations in Europe. Now, my team, they are working on sustainable fashion. And because of that, they have got an opportunity to present their sustainable fashion work in one of the exhibition, which will be held in some special place, it's supposed to be from first to fourth of April, but unfortunately with the COVID-19 situation, it has been postponed. In the month of June. So, this is one of the successes we have brought because of the WEBEN project.



One more thing happened, which is really huge. We have done some partnership. During our visits to the textile parks. We introduced ourselves to them. And the students they have introduced themselves and they came to know about our work. And one of the partner from Latvia, and with the help of Tamara, and her organization, we started a Research and Innovation Center, only for the textile industry and for the dress of periods in one of the textile Park in India. That is also blocked with the government agency. So this is a win-win situation, actually. And we are working on it and soon we will be establishing this Research and Innovation Center, where all the local governments will be introduced and training will be happening. We will be also involving this textile part, which contains nearly 18 production unit for T-shirts they dress up aerals, and many, many other things. And that is one of the win-win situation with this project.

During this project we have not only done good work but we have, we have had a lot of fun during working on this project. So we created new friends, we developed our other skills like cooking, making friends, going around that one of what we had during working on these all project criteria.

So last but not least, I would like to say thank you very much, I will conclude here, and this is our website and contact number. Thank you very much, Tamara and all the guests, and all the people who they joined online with us, and I can put it here with my presentation and information.



## **Tamara**

Thank you very much for being here today and sharing the details about what you did over there to the field research, I would say at creating all these connections, and the huge network are there for the sake of our future cooperation. I would ask participants over here, if they have some question to any of our guests today?

## **QUESTIONS**

**Participant to Vladica:** Are you being bullied in the streets because of your looks?

**Vladica:** Today, not so much because I think I grew up and my approach to other people change, but when I was younger, I was being bullied, I was being followed around with the camera, people screaming at me. What are you who are you? They couldn't define me. They, they can stand in front of me and say „What is this style these what is it called?” because people always need labels, labels, labels, and it's very weird for people to get this like okay, you have green hair and then you have the tattoos, but then you have this but then you wear skirt but then you wear you know it's just not so much because I think today I get more like positive moments because I think in these times, especially people need something like that wakes them up so many people think that something that is interesting, and they are more eager to adjust. Especially with Instagram and social media people share their views, definitely. But there were times like 10 years ago it was very difficult. Coming to Serbia because I live in Sweden, and my family lived here, so when I came here I was just this freak from Sweden and my family was like okay, we can just dress, a bit differently when you go out to the town, and I said no way, I think, provoking people with how you look, it's not necessary but I enjoyed because it's a good start to have a conversation. That's how you get to know people, because they wonder like.

**Nevena:** You are provoking them, It just means that there is something inside of them. Yeah, that resonates with you, exactly. Basically, I believe when they see you, they're like, I'm not brave enough to express myself, I don't have to express myself in this way, but I'm not expressing myself at all.

**Tamara:** Body's measure is wholly different reaction to bullies now than it was before, but the bullies feel compassion is the thing but this comes from selfless esteem the way that we build the home, away, meaning that we are afraid. Of course, the conversation is not going to end up well. But if we are truly believing that what we are is right. People get this kind of inspiration, maybe they are confused with how you look, with what you represent over there. But if you think „Good day. How are you, how you look with who you are?” it changes the game.



The vibration within the treaty so basically what it is and why we teach other people with our confidence with how we feel.



**BESPOKE CLOTHING**

**"LOVE  
BY THE  
MOON  
LIVE  
BY THE  
SUN".**

HAND DRAWN T-SHIRTS

**Asteroid Style**



EACH TEE IS AS UNIQUE AS U ARE

## **Vladica**

You disarm just disarm them because they don't have anything bad to say like you're fine person you talk to me or smile at me or you have a positive energy and I cannot give anything back to some, someone who is giving me all this positivity.

-

It's really positive when people comment and they ask, it's very good actually even if it's uncomfortable or they ask it in the wrong way or a bit aggressive or hostile but it's very good because there is a chance to make a connection. It's up to me to take that chance, and to change a person and to change me as well so that's, yeah.

## **Tamara**

The thing is a powerful tool to have that's right within your mindset if you're there to help people. So basically, maybe conspire to help them get a different perspective, to help them feel better because no one is in that mood today, or maybe someone is aggressive, who's probably, there are some other routes over there for that kind of behavior or kind of emotion. I see persons that are like that, like today, I see them as the victims of something else. It's not me to react negatively towards that, but to change the perspective and help that person feel better. That's why it is a woman on our say, and if she acts aggressively for example I say "Oh, you're beautiful today", that's what I do and then people get hooked and then he or she says in nice form "Oh yeah, I am" and that is how community works.

## **Tamara**

Okay so the last question then goes for me to you.

- What is your next magic move in your career, personal life and professional life? Your next move, now after the thing with self-inspection that happens in 2020, what are you going to do next?

## **Vladica**

I mean, for me, because I have a place that we just opened it last year, in the middle of this Corona thing so, for me is just to keep evolving that and making it bigger, involving more people as bespoke like making networks for networks, making it possible for people to be seen to come with their creativity to connect opportunities and just build something extraordinary, and big. I think that's the purpose of my time here, right now, and of course this thing we're doing with the project and everything. Those kind of things just making the bigger and bigger.

**"NEVER  
STOP  
LOOKING  
UP".**

**BESPOKE CLOTHING**  
**Asteroid Style**

HAND DRAWN T-SHIRT



EACH TEE IS AS UNIQUE AS U ARE

## **Marina**

My mindset is to make a bigger community with creative people to make and share the passion and make the project as we talk with you, and with Kerron both to go to worldwide. Actually, and finest step from the Asteroid is to put authentic material things. Because I really go with my heart, but I need to find a way. Some business skills are important to me in this way. So, the aim is to find a balance between creativity and material things.

## **Vladica about Governess café**

You can come because we are doing it ourselves again alone, so we are welding and building everything so it's maybe fun for you to see that part as well and you can have a drink as well but maybe it's fun to see this part of how we are doing it completely alone.

## **Vladica about tradition and fashion onto the Greek participant's question**

For me personally I would love to see more because I really like all the traditional clothes. And I think mix of that is really, really cool like being able to put this really old school what our grandmother Mary into some futuristic moments and mix that it's really cool for me, but I need more of that and I often miss that very much. But yeah, maybe when compared to Greece maybe we have more here.

## **Marina**

Now I think that my next step is the dress. To make the dress with natural materials, which is inspired by Gods. So, we have Slovenian Gods as you have your gods from Greece tradition. The good example is Re-sari from India.

## **Tamara**

There are some Guardians of the values you know, in every culture, so some people might have a negative comment on to their blasphemy, or using, you know the traditional value in formal fashion and mixing it with the green hair and stuff like that. We must be aware that there will be some experienced over there people that would, be the guardians of the traditional values, that shouldn't be infused into the modern and future stuff, but hopefully it was Seven Bells. (ha-ha-ha)

## **Nevena**

Maybe some of you who know the topic, but we have these traditional jackets and jumpers *Sirogojno style*, and I am from that part of Serbia, that a lot of grandmas are actually making these jackets. These products are so unique, but I can't remember that I've seen, even one Serbian person wearing the same jacket. I don't mean to be pure. That's something that I was always asking myself, even in my hometown, when you can ask



your grandma, you don't have to pay, nobody would want. I agree with you, I think that's it, just to show that ourselves don't respect our own culture and tradition, but we always respect some other brands.

The marketing is very important.



**BESPOKE CLOTHING**  
HAND DRAWN T-SHIRTS

i decide my vibe

"TRY TO BE A  
RAINBOW IN  
SOMEONE'S  
CLOUD".

**Asteroid Style** 

EACH TEE IS AS UNIQUE AS U ARE



### **Nevena about her next steps**

Well, in finance role than working with companies actually I have experience of working in a startup company, working with small and medium sized enterprises, and then moving to the big company, corporation actually, I realize that my place is not there. So, I definitely have my opinion skill and knowledge that it needed, but I can use it on the other side and with other people. They also need that skill, and I feel much more satisfied that when I work with these people than when I work for some big company. Big companies they can find someone like me from day one, when I leave, but smaller companies, they need some help from business world. I would really like to be able to help them run their business.

### **Tamara**

Thank you very much.

My next move would be using the project development skills in order to combine all the things that colleagues already mentioned together in one nice cooperation with Kerron, working on the capacity building of all these creative people that have a variety of skills variety of experiences and competencies in order to change a small portion of the world. Step up when it comes to the fashion on a micro level because you cannot change things at the macro level. We are not that powerful, but we are powerful to do something for ourselves and for our people and for our community on micro level and if anyone of us would do it, the world would be a better place. So, working on the intervention in fashion that includes humane values. Recycling clothes for the sake of the environment, supporting women that are economically deprived in India or in our country, organizing self-help groups, as Kerron mentioned for the women in fashion industry, and of course, share the knowledge to young people through Erasmus+ programme, which support this project as, as well as going beyond. We do not know what beyond is but we will be resilient because resilience is the new hot spot here, meaning that if anyone told us, at the beginning on fourth of March last year that the world could pop anytime soon. Then, I wouldn't believe, I believe so basically not making original plans, but creative plans. We have vision and using this flexibility and resilience to create a better place. First of all, for us, for our friends, families, and communities.

So that's my next magic move.

Collection  
"Lady Nala"



**CHOOSE  
WHAT  
MAKES  
YOUR  
HEART  
BLOOM**



**BESPOKE CLOTHING**  
HAND DRAWN T-SHIRT

**Asteroid Style**



EACH TEE IS AS UNIQUE AS U ARE

## **Kerron**

Thank you for giving me the chance, it's really one of the very successful projects.

I have a new vision to my own personality and other youth group who they are connected to me. I would like to share this success that in coming days, when I, two days back I visited this textile park again, and you will not believe, and it's a big thing for me, that the next move is - They are interested to set up a recycling unit.

This kind of unit is already operating in Finland, and one of my friends and partner from Latvia. She's into it, and they are ready to establish this research and innovation center with your help Tamara, or involving them in projects. And you know that this textile park belongs to the government of India. And personally, the former defense minister and the president, Deputy Chief Minister has invited me to do something with this textile park and this textile park should be one of the successful examples for the all other units in India, there are like 47 units in India.

My next move is that I'm dreaming even though I'm not from the fashion industry, but giving such a priority and people's trust, really makes me move towards. And of course, friends like you, partners like you who always inspire us invite us. That's the inspiration, actually. I hope I will get support all the time from all of you who they're seeing it hearing it listening it, and, you know, presenting themselves to this roundtable. I would like to take this opportunity tomorrow I would like to appeal, all other participants that if at all you have some ideas. They want to connect us if they want to do something with us, then, of course, Tamara is the contact point, please contact her, and we can definitely do a project together. Thank you very much.

## **Tamara**

Thank you very much and with this we are closing our round table today. I would like to express my huge gratitude to everyone participating over here and as Kerron mentioned, I am contact in Europe, and he is in India. What he mentioned is that, we already started creating, because he created a team of designers and also the people who were knitting and tailoring, they're producing goods and they send to me really nice shirts and each time we are doing it, and I am having regular meetings I am wearing them because they're extremely nice and colors are so Indian that I cannot stop wearing it. At some point, that's how it is we should wear our own brands and be our own.

Thank you very much we are finishing. Thank you. We are now having a coffee break over here in the Working room.



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## Exploring unknown place

