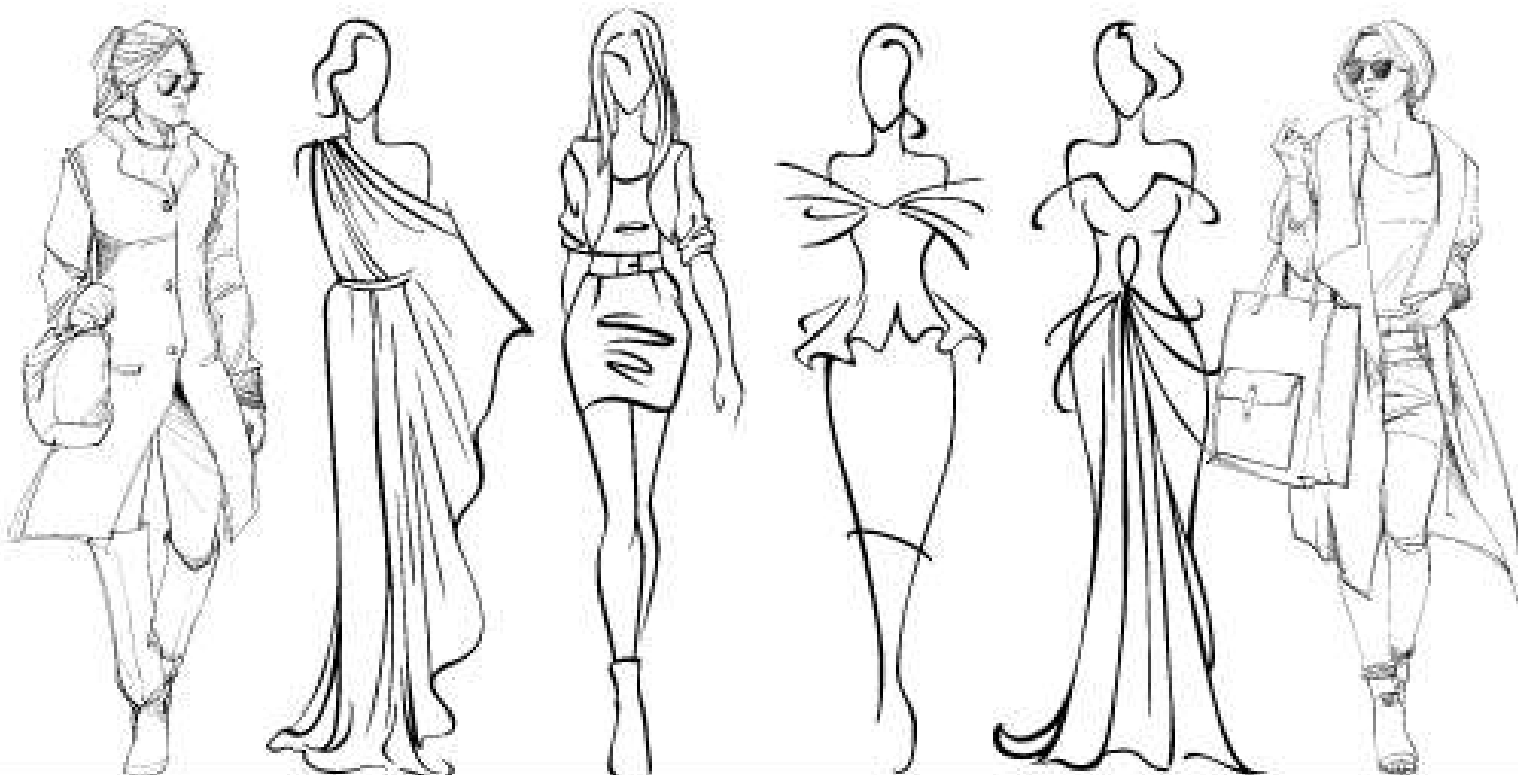


# A CREATIVE WORKBOOK

*By Best-Seller team*



*With examples from different life artists!*

## ABOUT THIS WORKBOOK

The Best - Seller team has created this workbook as a supplement to WEBEN's international online activity. Each chapter is supported here with a review, resources to learn more, and assignments.

### **Best-Seller Community**

We strongly encourage you to share work and discuss photos, videos and other materials with your colleagues on the Best-Seller official social media accounts to get constructive feedback.

Enjoy reading!



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# WEBEN- PORTAL OF ENTREPRENEURIAL EDUCATION IN NEW KEY

This is a Capacity-building project under Key Action 2 - Cooperation for innovation and the exchange of good practices - Capacity Building in the field of the youth of the Erasmus+ program with the name “WEBEN - Portal of entrepreneurial education in new key”. It consists of six activities: Coordination meeting, Training course, Study visit, Workshop, Local workshop and Conference with Evaluation meeting.



BEST-SELLER | WEBEN

# TAMARA PETROVIC

CONSULTANT FOR  
PERSONAL &  
PROFESSIONAL  
DEVELOPMENT



## SPECIALIZATIONS

- Project development
- Project management
- Consulting
- Copywriting
- Lecturing
- Facilitating and moderating events

## CONTACT INFORMATION



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11271 Surcin, Serbia



office@best-seller.org.rs  
www.best-seller.org.rs



<https://www.linkedin.com/in/tamara-petrovic-7a0a87ba/>

## EDUCATION BACKGROUND

### University of Belgrade

MA IN GENERAL LINGUISTICS, CLASS OF  
2002

- Written content creation in mother tongue and English
- Text editing and preparation for publishing
- Creative writing

### Non-formal education

- Attended more than 20 trainings, seminars and workshops in Serbia
- Participant of more than 30 international non-formal education events
- Courses: The science of success - University of Michigan and Financial management - Profit Point

## WORK EXPERIENCE

### President

ASSOCIATION BEST-SELLER  
JAN 2014 TO PRESENT

- Leads a team of 8 senior and junior project developers and managers
- In charge of overseeing multiple projects simultaneously
- Liaises with partners internationally

### Director

CENTER FOR THE STUDY OF SOCIAL DEMOCRACY  
SEPT 2010 TO JAN 2013

- Capacity building through trainings and fund raising
- Managed up to 5 projects at a time
- Took part in the organization's rebranding



**Association  
Best-seller**

**Serbia**



# Firstly, inspire yourself!

Association Best-Seller officially was founded in 2014, but before that, we gathered together a group of enthusiastic people - experts and activists, under the name of Best-Seller, and our intention was to sell in the proper and best way, our knowledge and skills on the market. Mostly, we were focused on the non-profit sector, meaning that we were developing projects for the Erasmus Plus program (before E+, it was Youth in Action). Now still staying with Erasmus Plus, where countries from all around the world can partake in some parts of the program.

## What do we do?

A quick review of all different stuff that we are having over here. WEBEN as the project is born from the Tight-Knit, which is the Sister brand to VAVI fashion from India. The idea was to think about the environment, to think about the social issues and to promote entrepreneurship, under one idea. That's where the WEBEN came from. We tend to combine recycling supports to women to their craft and to their skill, plus protecting the environment, under the fashion industry. We wish to reframe, starting from small scale - so starting from the micro businesses and small businesses in order to contribute to pollution mitigation and to have a more just entrepreneurial world as well. Over here we have education, international cooperation, research and innovation personal development professional social development, and we also do some projects in sports mostly promoting entrepreneurship in sports.



# FASHION RESETTING

We wish the fashion to be human-centered, innovation-driven and results-oriented, and it's all based on the 2021 priorities as the United Nations already set. So, to tackle all the major issues, we are having on the planet today mostly climate and biodiversity poverty and inequality; so we need gender equality sustainable and inclusive recovery and of course some progressive aims, such as digital technologies the development of digital technologies, nuclear disarmament, if possible, and, of course, we all wish to have the best COVID-19 response that is to finish this pandemic with less casualties, and the best possible outcomes from this.



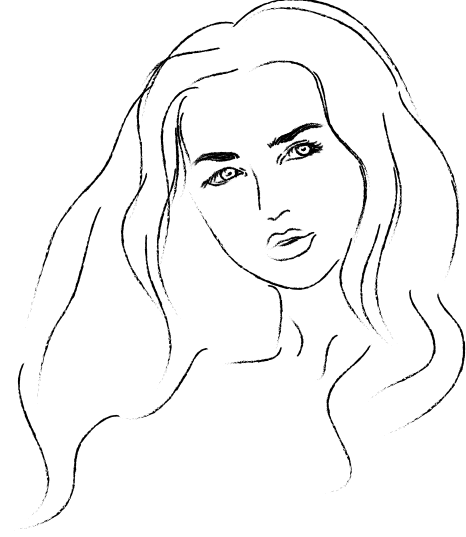
## **FIRSTLY, INSPIRE YOURSELF!**

Write a brief description of what the next step in your life is, or what you want to achieve in the near future.

Write a brief description of what you need to make a business plan and start your own start-up.

Is that connected with fashion resetting? How?

**NOTES:**



# Portal of entrepreneurial education in new key

WEBEN PROJECT IS ALL ABOUT FASHION, ENTREPRENEURSHIP AND CREATIVITY, GATHERING TOGETHER YOUTH WORKERS AND FASHIONISTAS, ACADEMIC PROFESSORS AND FASHION DESIGNERS, ENVIRONMENTAL ACTIVISTS AND BUSINESS OWNERS. IT INTRODUCES RESPONSIBLE (SUSTAINABLE) FASHION PRINCIPLES OF BOTH CONSUMERS AND PRODUCERS, AND PROVIDES NEW PERSPECTIVES TO YOUNG, NOT-YET-AFFIRMED FASHION DESIGNERS.

# WEBEN- PORTAL OF ENTREPRENEURIAL EDUCATION IN NEW KEY

The project started at the beginning of 2020 with the meeting in Poland, hosted by our partner from Poland. Then, in March, in the middle of March, in Europe, the pandemic was announced and all around the world, so basically we had many difficulties in meeting live, as the travel restrictions affected implementation. While waiting for things to settle - the whole year passed! But we "unlocked the project" in the meanwhile; we were full of inspiration Kerron and me; we're using our "hotline", in order to share all of our ideas so during his presentation you saw that many different connections were made many meetings were organized in India. And of course, online. We were having meetings every week with partners from Europe during the prep of this three-day webinar. So, we got really inspired and did different local activities, even though we were prevented from travelling and meeting face-to-face altogether. Portal of entrepreneurial education in new key does not only mean having a website where you can go and read some stuff - portal is metaphorical sense over here so the new gate towards a better world in which we do not have the fashion industry as such a big polluter.

## Activities

COORDINATION MEETING, TRAINING COURSE,  
LOCAL ACTIVITIES AND WEBINARS



WEBEN project in that sense wanted to start from a grassroots level and get all those non-affirmed fashion designers, those that are creative people struggling to find their own place. And under this project, we were in contact and contributed to the work and also benefited from the work of non-affirmed designers that are at their beginning doing handcrafted stuff, handmade T-shirts, hand-painted T-shirts. One brand from Serbia, Asteroid Style was the inspiration for this, and Marina Ackovic who is the creator of this brand. We were keeping it going.

We also were encouraged at the beginning of this year to meet together to organize an event. Unfortunately, participants from India and Vietnam, had difficulties travelling. But we organized training course with many different health and safety measures. that was held in Belgrade, Serbia.

But over here on Best-Seller's YouTube channel, you can find the playlist, webinar, and different videos that were created during the event by 40 participants from different countries. It was really exciting to see people finally after a year, year and a half of not going anywhere, and it was pretty fruitful. Kerron joined online during the round table.

Activities of the project as we already mentioned coordination meeting in Poland, and training course in Serbia, and were the only ones possible to be organized by March 2020, during the pandemic. Additionally, we had many other local activities that all the partners were doing from all the countries that were partaking in this project, and all of them contributed greatly and the interest for the topic was raised in all the local communities that were participating over here, because this is something nice we did out of many projects on entrepreneurship in the previous years under the Erasmus Plus, but it started to be more of the same.

Three years ago when the idea was born - What should we do in order to make this more interesting, more appealing to young people because this project is all about outreach towards young people and educating youth workers in order to further, make connections and educate young people in their local communities.

## Teaser video

BEST-SELLER YT  
CHANNEL



The basic idea was that our clothes are huge canvas. So, Canvas for different kinds of messages we witness today as well that big brands that have big marketing and very successful marketing, have different kinds of messages on the garments that they put but they're not encouraging at all. And they are how to say superficial and promote trivia. Most of the time what we wanted, is to have the messages on our garment that we are going to create throughout the project that we will be supporting marginalized groups. So, to women, to Roma, to different ethnic minorities or any other group that is in the dropper dies so basically, to have on our T-shirts, a message is: Let's love each other, for example, or let's spread the positive messages about our neighbours or something like that. So, basically to use all these clothes as the canvas for the promotion of positive and motivational messages that support any group or anyone at all. That was the idea.

And many results were created out of pure inspiration, even though we had a bit troubles, and were prevented from doing all the activities according to the project plan, many results were created out of the pure will of participants, of partners, and all that was coming and going in and out from this project that lasted for two years.

# Results

POSTERS  
BROCHURE  
VIDEOS  
WEB SITE VAVI



One of the events that was international, and we have online half offline was the round table in March this year where Kerron was presenting Re-sari idea, and Vavi - start-up, Vavi fashion from India. It was pretty interesting to all those that were participating offline, that were present, live in Belgrade, and all those that were participating online, as well. From this roundtable, we created the transcript, which is on Best-Seller's website, and it is also available on the websites of our partner, and VAVI fashion as well. So it says fashion makes the style. Go round, as the fashion makes the world go round was the title of the roundtable so we were playing with words.

And this brochure that has around 30 pages contains our talks on session with one entrepreneur and the person that was active in economics working for big companies, one fashionista from Belgrade and artists as well, that has her own style and combining different styles, originally from Sweden, but having her roots here in Serbia, and I already mentioned Asteroid Style creator, Marina and Kerron and me. We're talking about our ideas, our prospects and plans for the future.

# Brochure



Brochure is the summary of talks during the Round table + designs made by Asteroid style with motivational messages.

Brochure can be downloaded on [www.best-seller.org.rs](http://www.best-seller.org.rs) and from partner's websites. It will be available by the end of September 2021.

I would love to share some ideas on Erasmus Plus entrepreneurship and fashion, and something which became really important during the pandemic - ***mental health***. We had different kinds of ideas on how to extend this project, what the continuation of the project might be and there are many different aspects on it so doing the project that will further develop all those that were inspired by this project we mentioned only a few, but there are more and my colleagues will mention some of them. So, whether to go into debt to develop skills to raise the capacities of these startups or to do more of the promotion of entrepreneurship in fashion and women's rights, or to do everything under one project, but this, this project has the perspective to be continued, but something that, that also popped up is the mental health so I was thinking that we can use the Erasmus Plus as the platform again for combining a project about entrepreneurship fashion and mental health, sewing and creating can be calming as well, so this is something to be thinking about because creativity can be healing, as well as staying in the flow, while we are knitting something, or creating something. Many of the people in trouble or boost the creativity and success in many of us and many of those that can benefit from it.



## **FIRSTLY, INSPIRE YOURSELF!**

Write a brief description of what the next task is, or what you want to write to yourself in the box below.

**NOTES:**

# NEVENA JOVANOVIĆ


PROJECT ASSISTANT




## SPECIALIZATIONS

- Project and Conference Coordinator
- Project Developer
- Communication skills gained through moderating many panel discussions, round tables, debates, etc.
- Photo and Video Editing

## CONTACT INFORMATION

 Bulevar Oslobođenja 24a, Grocka,  
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 jnevena125@gmail.com

 LinkedIn: Nevena Jovanović

## EDUCATION BACKGROUND

### University of Belgrade

FACULTY OF LAW, DEPARTMENT  
INTERNATIONAL LAW AND DIPLOMACY

Belgrade law Conference | 2018 - ongoing

Name of publications

- 'Position improvement in education of law students and lawyers
- 'Analysis of Position of Judicial Assistants in the Republic of Serbia with recommendations for improvements, funded by the USAID Rule of Law Project

## WORK EXPERIENCE

### Project Developer

ASSOCIATION BEST-SELLER | 2020 TO PRESENT

- Implementation of project tasks
- Writing Projects
- Creating Intellectual Outputs as Project's results
- Making contact with stakeholders and potential partners

### Volunteer

FIRST BASIC COURT IN BELGRADE | JULY 2020 - NOVEMBER 2020

### Name of international certifications

- 'YOUTH PASS - WEBEN - portal of entrepreneurial education in new key project, Belgrade, Serbia 2021;
- 'YOUTH PASS - Touch your future, Bursa, Turkey 2020;
- 'YOUTH PASS - Young Balkan Leaders, Sofia, Bulgaria 2020;
- 'YOUTH PASS - Nature is Future, Bursa, Turkey 2021;
- 'Attendant of Project HELP within Council of Europe, certification granted

# FOLLOW THE SIGNS AND YOUR OWN DREAMS!



Let's begin!

Are  
you  
ready?

BEST-SELLER | WEBEN

## INTERNATIONAL MEET-UP

As already mentioned in the first section, the WEBEN project began in early 2020 when the first live meeting was held in Poland. From then until March 2021, due to epidemiological measures, we were not able to meet again. The first activity managed live within the project was the training on the topic of fashion entrepreneurship in Belgrade. The facilitators aimed to present the basic skills of creativity, to provide knowledge from the basics of economics and financial literacy to the participants. The training lasted eight days and during that period, in addition to the knowledge of starting a startup, using the Canvas methodology and digital skills, the participants had a workshop where they tried to transfer the acquired knowledge through fashion highlighting. The brand that served as a model of good practice was Asteroid Style by Marina Acković. The task of the participants was to present models of T-shirts created by a special drawing method through the power of their appearance. And they were presenting all that at the fashion show that was the final show of the international training.

### Action

- 1 ASTEROID style
- 2 Best - Seller team and WEBEN participants



ASTEROID  
STYLE

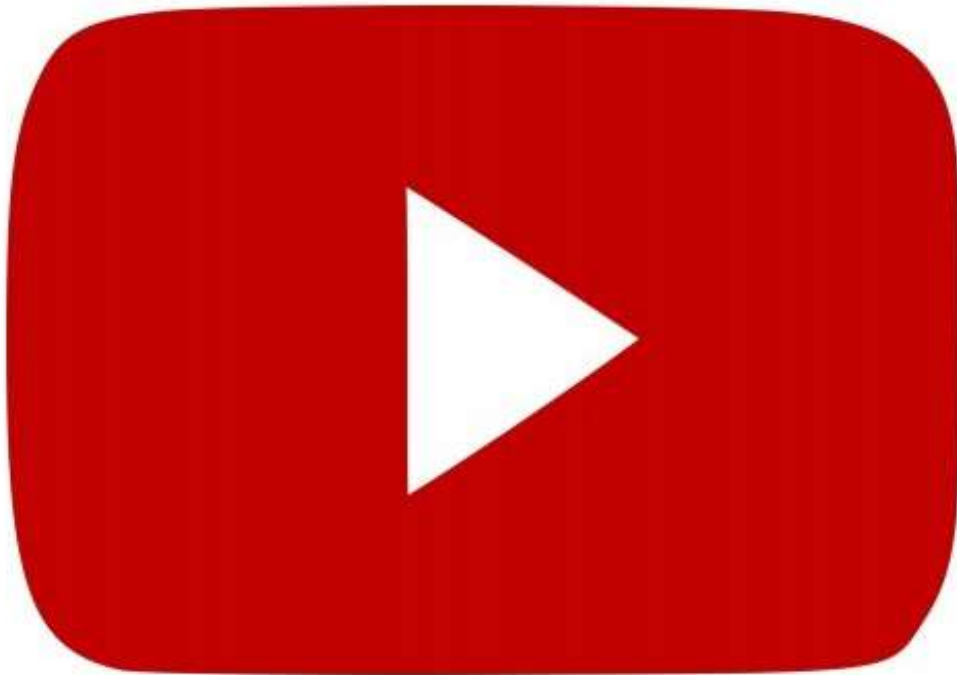


## CREATE YOUR STYLE

In the course of the workshop, participants were divided into six teams. During the presentation, participants used universal T-shirts that are not gender-oriented, so team members could choose a fashion model at will, but to style it in scale with the tasks. The tasks were all different. The missions were all different. Some were given the task of styling for a night out, some for a picnic in nature, and a third for an important business meeting. In this way, we are eager to show how a well-designed story brand finds its way to everyone, but also that quality and unique pieces are always chosen before fast-fashion brands.

All segments of the workshop: brand presentation, teamwork, fashion show preparation and fashion show, were recorded, and you can watch it all on the official channel of the Best-Seller Association.

[https://www.youtube.com/channel/UClf\\_tPR5Um0ho7iGUU2BqA](https://www.youtube.com/channel/UClf_tPR5Um0ho7iGUU2BqA)



# Solopreneur

[so-lo-pre-neur] noun.

A person who courageously sets up, manages and runs their own business while assuming all responsibility—without the help of a partner or staff.

SUCCESS.com

1. Fashion

2. Who are you in fashion industry?

## YOU DREAM ALONE, SO MOVE ON YOUR OWN!

As already mentioned, in addition to creative skills and financial literacy, the third key factor in starting a business is the courage to act independently. In addition to all the rights and benefits in every business, you should count on obligations that sometimes slow down the realization of dreams. We should certainly keep in mind that the sooner we accept that obligations are an integral part of life, the better it is to master them as soon as possible and thus be one step closer to personal profit.

In the last couple of years, the name solopreneur has become more and more common for someone who gets involved in entrepreneurship on their own. Additionally, there is a fast increase in the world level of those who make such a decision in the early twenties at a very young age. One of the goals of this project is to introduce young people to successful entrepreneurs from various worlds of fashion, to encourage them to start their careers and network with each other.

## EXAMPLES OF GOOD PRACTICE

Although we have mentioned all the speakers from the round table so far, if you want to be further inspired by their story, there is a link to a website where you can download a brochure detailing their professions.

<https://www.best-seller.org.rs/>

Fashion makes the go round!

Round table about fashion

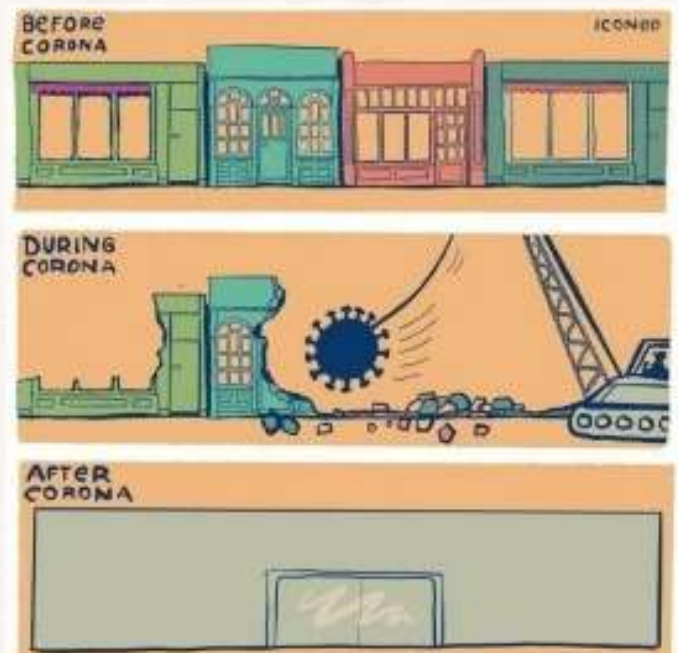
Guests:

Vladica Culic, European fashion icon

Marina Acković, Custom designer ASTEROID style

Nevena Lukić, Expert in economics

Tamara Petrović, Founder of Best-Seller



## BRANDS INSPIRED BY WEBEN

Before the pandemic period, while travel was more accessible, interstate and overseas trade were more frequent, buying fashion details abroad was more common than now.

so far we have already mentioned some brands that were collaborators on our project, and in the third section, you will have the opportunity to read about those that were created during the quarantine period.

However, there is one jewellery brand that is just inspired by the cosmopolitan worldviews related to the WEBEN project, including a connection to India.

The VERANO brand was founded by two girls from Serbia who wanted to combine the real needs for jewelry, but to make jewellery that is inspired by various parts of the world.

### Action Items

- 1 VERANO
- 2 Ideas, ideas, ideas....  
Take action









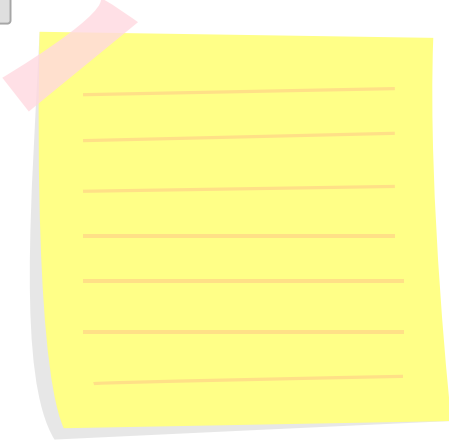


@verano.nakit

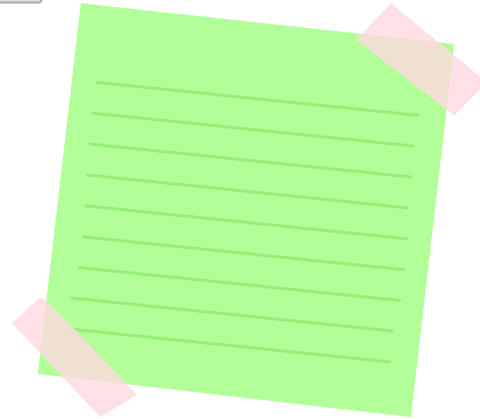
## FOLLOW THE SIGNS AND YOUR OWN DREAMS!

Write a brief description of your priorities and hobbies that interest you. Do you already have the conditions for one of them to generate income for you?

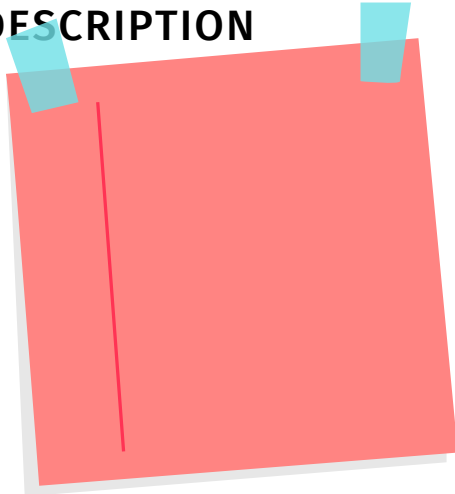
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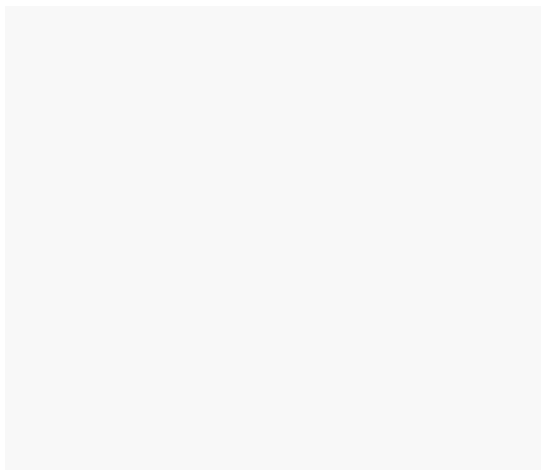
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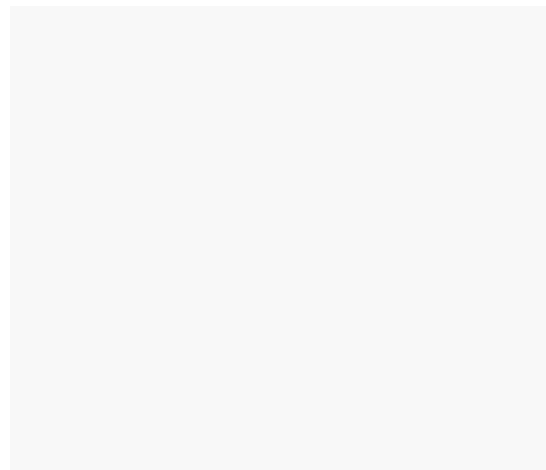
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☐ LIKE



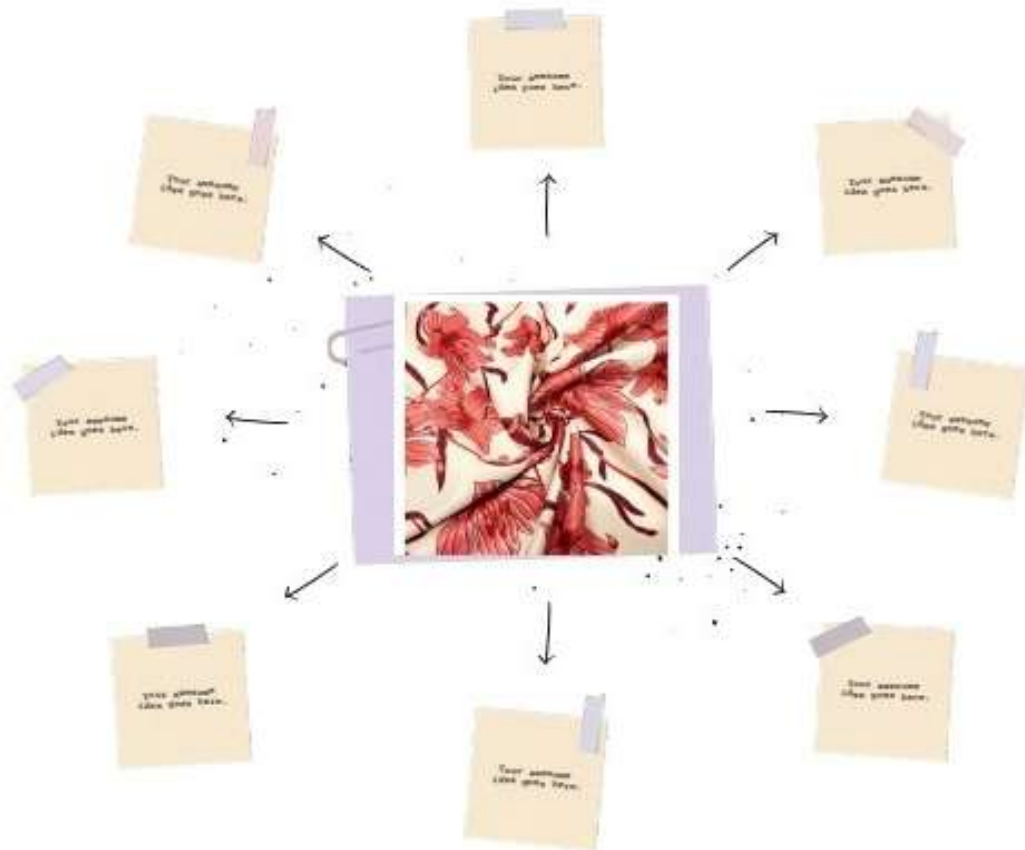
☐ DON'T LIKE



## STEP BY STEP

Walking through Belgrade, I entered one store and asked the saleslady to show me some cloth like this in the photo, and she made the joke that she couldn't do this, but she could show me the identical material. I think it was a very instinctive purchase because when I saw the fabric from the picture on the Internet, I thought about how I would like to have it. The power of invocation is a miracle. Occasionally when you want something, you can find it and it will find you.

So, I buy this material and what was happened next?



What do you see in this picture? Make notes to yourself and manifest your desires.

## SATISFACTION FOR ONE PERSON OR BUSINESS?

The first thing that I think about it when I noticed this fabric was a trip to Portugal. When you think of Portugal, what are your first associations? My first thought is music, fluttering dresses ready to dance, wine tastes and shades of red, nights out in a crowd of people who are dancing. Such thinking like that in combination with the textile I bought inspired me to make exclusively a dress you can see in the picture. The primary idea was to create only this one dress, but the euphoria of creation prompted me to make more pieces for myself and my friends.

Fashion is an art through which we have the opportunity to express our creativity daytime. It can serve us as a hobby and entertainment, but it can also be a resource for starting a small business. The fashion industry is made up of giant companies that represent fast fashion, but if you are creative with small steps you can slip into the confines of slow fashion designers. Express yourself in the best way!



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## FOLLOW THE SIGNS AND YOUR OWN DREAMS!

Write down the goals that you want to achieve in the next period and the deadline by which you will meet them. Be pragmatic with yourself and don't give up if you stop somewhere.

**TASK\AIM**

**DEADLINE**


# JELENA MITROVIĆ

YOUTH WORKER



## CONTACT INFORMATION



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Belgrade, Serbia



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## EDUCATION BACKGROUND

### University of Novi Sad

BACHELOR OF SOCIOLOGY FACULTY OF  
PHILOSOPHY 2017

- Leadership and Developmental Community Youth Work Jönköping University 2017-2018
- Academy of Youth Policy National Youth Council of Serbia (Krovna Organizacija Mladih Srbije) 2017-2018
- Course for Youth Leaders National Association of Youth Workers (NAPOR) 2015-2016

## SPECIALIZATIONS

- Digital skills
  - Canva, Adobe Photoshop, Adobe Illustrator 2020, SNAPPA, Crell, Word Press, Filmora, Social Media
- Excellent communication skills gained through moderating many panel discussions, round tables and debates
- Persuasive, good listener, confident during presentations, good body language command
- Know-how to deal with conflict management

### Project Assistant

ASSOCIATION BEST-SELLER 2018 TO PRESENT

- Drafting project proposal ideas
- Creation of specific strategies
- Implementation of project tasks
- Making contact with stakeholders and potential partners
- Writing narrative reports

### Advocacy Programme coordinator

GROUP "COME OUT" 2020

### Social Media Manager

GROUP "COME OUT" 2019-2021

### Youth Assembly Local Contact point

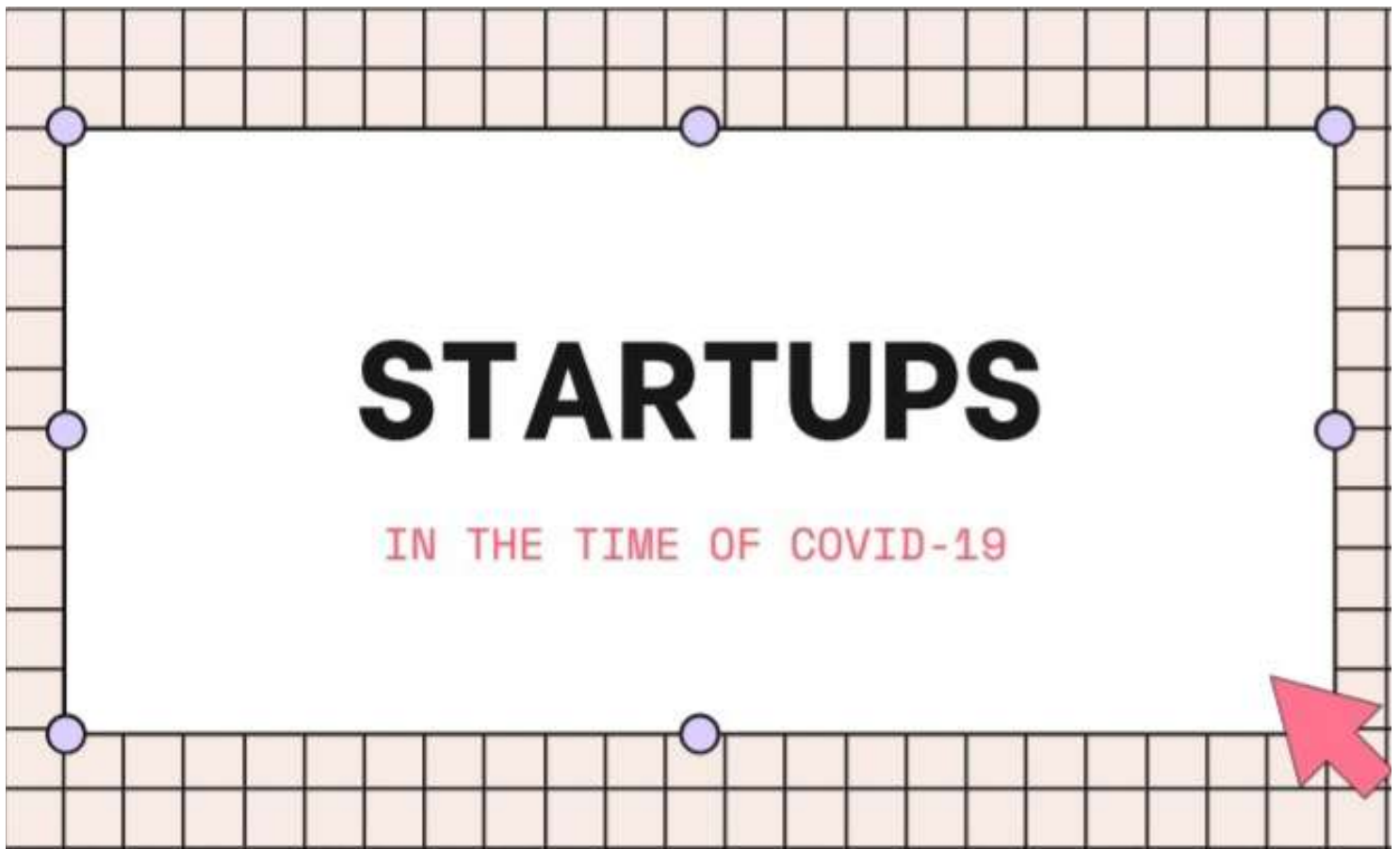
CIVICUS / CIVIC INITIATIVES 2018-2019

### Jönköping University

LEADERSHIP AND DEVELOPMENTAL COMMUNITY  
YOUTH WORK 2017-2018

- Academy of Youth Policy National Youth Council of Serbia (Krovna Organizacija Mladih Srbije) 2017-2018
- Course for Youth Leaders National Association of Youth Workers (NAPOR) 2015-2016

MOVE ON, THERE IS  
ENOUGH SPACE FOR  
INNOVATIVE  
CREATORS!



## STARTUPS IN THIS TIME OF COVID-19

The last year 2020 in March, when they when we were closed, a lot of young people needed to quit their job or they got fired. A lot of young people around me, especially women, were starting to do something new. They need to work because you need to survive somehow, especially when you're living in big cities like Belgrade, Novi Sad, Subotica, etc. Because a lot of them are renting their workspaces and apartments. During that period from March to May, June, July, a lot of people are starting thinking about new ideas, how to get a job actually, or how to earn money.



## STARTUPS IN SERBIA

how? why? topics?

BEST-SELLER | WEBEN

# Some facts about startups in Serbia

There are around 400 active startups in Serbia.

There are more than 1000 existing, but 400 are active.

The founders are between 28 and 35 years old, which means that they're young, and a lot of young people are thinking about starting their own startups, which is good because we need to start to think about entrepreneurship since we are in high school if you're asking me, because if you're not starting thinking about, in high school about entrepreneurship, maybe, in the collage it can be late, but it's never late. Most of them are in Belgrade, Novi Sad and Subotica like big cities.

In rural areas, there are a lot of agricultural families, so they're not thinking yet to start with startups, but some of them are starting only 4% are in rural areas;

- 65% in this Belgrade,

- 32% is in Novi Sad,

and the rest is in Subotica.

That is only 25% of the founders are women actually.

The topic that this man served basically the video game development.

Serbia is the first country in Europe by video game development, and 10th in the world so somehow video game development is the main thing in Serbia when you're speaking about startups.

## Fast Facts

- Around 400 active StartUps
- The founders are between 28 and 35 years old
- Beograd, Novi Sad, Subotica
- 12 percent of the founders are women
- video game development

BEST-SELLER | WEBEN



## 4 START UP COMPANIES STARTED BY WOMEN

If you want something new you have to stop doing something old. Today innovations are really important. You can, for example, see one chair today and that is really old and you want to change that chair that can be also an innovation, just think about your target group, how you can change it and you will get it.

I chose these three concepts - FOUR concept story, Gouvernanta, Nosim se sa sobom, (I deal with myself, I carry with me), because the girl that founded it, is doing a lot of things, and somehow she wants to send the message to everyone that we need to deal with ourselves and that we need to also think about ourselves to love ourselves, and also to carry some things with ourselves.

This picture that you can see on your right side, it's from Governance. Governance drinks and decadence bar, that's a place where a lot of people for vulnerable groups are going there and it's safe space. Vladica Culic, who founded this bar Serbian, is from Sweden, so that's the girl that Tamara mentioned also, she was one of the speakers in March on the Round table.

Governance started in March when the Coronavirus started, so they needed to work during the Corona period, it was really hard in Serbia to work in Corona.

If you want something new, you have to stop doing something old"  
— Peter Drucker

1. FOUR concept story
2. GUVERNANTA
3. NOSIMSE sa sobom  
(I carry with me/I deal with myself)

BEST-SELLER | WEBER

On the left side, you can also see a picture from Gouvernanta and Decadence drink bar place, but for some people, it's more than that, and for our friends is also more than that.

The space where we are trying to improve ourselves, where I'm going outside of my comfort zone, where I'm thinking more about art more about what I can do with my clothes, how to use my old clothes to be a new ones so I'm proud to design them too. Place where you can get new ideas.

Why I like them?

Mostly because of their values, because they really know good their target group. I like the idea. I like the way of working and massage. They're connecting people and also they're moving people and motivating people to go in their spaces and buy things and work with them. Their target groups are really clear, and they really well know their target groups. So somehow they're helping the community, their target groups, and they're getting back a lot. Their ideas are amazing, for example, the idea behind Nosim se, somehow, vintage clothes, but not these vintage goods from, I don't know where the girl that is founder, she's using vintage clothes from ex Yugoslavia, that means collecting clothes from Croatia, Bosnia, Macedonia and Montenegro, Slovenia, and other countries also around Serbia and behind every part of clothes, there is some story, and she always tells that.



They fight for LGBT rights for example, for different communities, for different artists. Nosim se - she is advocating a lot for women and their rights, and she has one quote on the wall into her store “A Woman to Woman is not a wolf”, so somehow she's trying to raise awareness of women that we need to help each other, because no one will help us if we not help each other.

Last but not least - 4 costume story. There are four of them that are really amazing. They are advocating for young women also and they are helping them to start their own businesses.

They started the business in June last year. Their story that's by four because there are four girls that are different ages, their friends, and they're doing four different things. They founded a concept store. One of them is a photographer, one of them is a social media manager, and one of them is helping others to start their own startups and businesses. They're doing four different things, a lot of big companies are now working with them.

It's blessed with really good energy, It's something artistic. There are a lot of clothes from 90s that my mother was wearing actually

## WHY THEM?

- VALUES
- TARGET GROUPS
- IDEA
- WHY OF WORKING
- MESSAGES

- raising awareness
- innovation
- helping the community
- they advocate

A woman to a woman is not a wolf

## INSERT QUESTION, TOPIC, OR SOME TASK NAME

Write a brief description of what the next task is, or what you want your audience to do in no more than two lines.

Tootsie roll fruitcake carrot cake bonbon donut lollipop soufflé wafer tart.

Chocolate bar cake brownie biscuit soufflé halvah tootsie roll cheesecake.

Tart apple pie liquorice cheesecake carrot cake chupa chups carrot cake.

Pie dessert gummi bears candy cheesecake. Dessert gingerbread fruitcake. Dessert gingerbread fruitcake bear claw halvah gummies cupcake waffer.

SOCIAL  
MEDIA

FOUR concept story

@four\_conceptstory

www.four.rs

GUVERNANTA

@GUVERNANTABAR

NOSIM SE

@NOSIMSE

BEST-SELLER

BEST-SELLER | WEBEN  
@BEST\_SELLER2014

www.best-seller.org.rs

## MOVE ON, THERE IS ENOUGH SPACE FOR INNOVATIVE CREATORS!

Write a brief description of what the next task is, or what you want your audience to write in the box below.

SOMETHING

Goal

Strategies

Goal

Strategies

Goal

Strategies

Goal

Strategies

# NEVENA PETKOVIĆ

ANTHROPOLOGIST



## SPECIALIZATIONS

- Political anthropology
- Project coordination

## CONTACT INFORMATION

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Serbia

✉ nevena5co9@gmail.com

## VOLUNTEERING EXPERIENCE

### Project coordinator

VOLUNTEERING, CENTRE FOR DEVELOPMENT OF  
PHOTOGRAPHY (CENTAR ZA RAZVOJ FOTOGRAFIJE - CRF)

|| Involved in the organization of the international festival of  
photography Vizualizator 2018, 2019

ETHNOGRAPHIC MUSEUM, BELGRADE

- || A member of the Student Jury for the selection of the best  
film in the category of student films, 2016

## EDUCATION BACKGROUND

### University of Belgrade

MASTER STUDIES IN ANTHROPOLOGY 2019,  
UNIVERSITY OF BELGRADE, FACULTY OF  
PHILOSOPHY, DEPARTMENT OF ETHNOLOGY  
AND ANTHROPOLOGY

|| Research in the field of visual and political  
anthropology

### University of Belgrade

B.A. IN ANTHROPOLOGY, UNIVERSITY OF  
BELGRADE, FACULTY OF PHILOSOPHY,  
DEPARTMENT OF ETHNOLOGY AND  
ANTHROPOLOGY, CLASS 2014

|| ERASMUS exchange in spring semester of 2016, Panteion  
University, Athens

# Anthropology of Fashion and Consumption: between exotic and ordinary

Nevena Petković

nevena5co9@gmail.com

# BLUE JEANS



BLUE JEANS

When researching fashion we should have in mind:

- forms of consumption
- structures of production
- cultural practices
- communication practices

MILLER 2012: DANIEL MILLER. CONSUMPTION AND ITS CONSEQUENCES. CAMBRIDGE: POLITY PRESS.  
MILLER AND WOODWARD (EDS.) 2010: DANIEL MILLER AND SOPHIE WOODWARD. GLOBAL DENIM UK: BLOOMSBURY PUBLISHING.

# SOCIAL TRANSFORMATION



- Fashion involves choice
- Sustainability should be a part of a choice
- Fashion is a product of modernity

DANIEL MILLER. CONSUMPTION AND THE  
PHILOSOPHY OF DENIM:  
[HTTPS://WWW.YOUTUBE.COM/WATCH?  
V=U5GHTZFR4WS&T=2724S&AB\\_CHANNEL=  
LSE](https://www.youtube.com/watch?v=U5GHTZFR4WS&T=2724S&AB_CHANNEL=LSE)

# VISITING SOCIALIST YUGOSLAVIA



--The birth of fashion designer followed the rise of middle class and was made possible with the opening to Yugoslavia to the West.

--Aleksandar Joksimović was a first personalized Yugoslav fashion designer (Velimirović 2008).

President of Yugoslavia, Josip Broz Tito and his wife, Jovanka Broz. Sir Laurence Olivier (right) and his wife, Vivien Leigh.



**Jovanka Broz in color: Fashion World of the First Lady of Yugoslavia, RTS**



**Jovanka Broz in color: Fashion  
World of the First Lady of  
Yugoslavia, RTS**

# YUGOSLAV VARIANT OF GRANDIOSE FASHION

- Yugoslavia as an exception among Eastern Block countries
- Exotic motifs as authenticity (Velimirović 2008).

THE SIMONIDA COLLECTION;  
PHOTOGRAPH FROM THE  
FASHION SHOW, THE GALLERY  
OF FRESCOES, BELGRADE,  
MARCH 7 1967, MUSEUM OF  
APPLIED ART, BELGRADE



## Medieval heritage as inspiration

- Usage of religious tradition  
was not completely striped of  
negative comments.



**MONASTERY GRAČANICA**



Photograph of the *Simonida* collection, for Review Yugoslav Monthly Magazine, Museum of Applied Art, Belgrade



The *Simonida* collection; photograph from the fashion show, the Gallery of Frescoes, Belgrade, March 7 1967, Museum of Applied Art, Belgrade



**PHOTOGRAPH OF THE ANNA KARENINA  
COLLECTION, MUSEUM OF APPLIED ART,  
BELGRADE**



**Stained glass collection, Museum of Applied  
Art, Belgrade**

# CULTURAL DIVERSITY AND APPROPRIATION

- RESPECT FOR SYMBOLS  
OF DIFFERENT CULTURE
- LAW, FASHION AND  
CULTURAL PROPERTY

## LITERATURE:

Velimirović 2008: Danijela Velimirović. *Aleksandar Joksimović: Moda i identitet*. Beograd: Utopija.

Miller 2012: Daniel Miller. *Consumption and Its Consequences*. Cambridge: Polity Press.

Miller and Woodward (Eds.) 2010: Daniel Miller and Sophie Woodward. *Global Denim* UK: Bloomsbury Publishing.

## YOUTUBE:

-CLARA | Klára Rotschild - Fashion Queen behind the iron curtain

[https://www.youtube.com/watch?v=fJuEoV2uINE&t=107s&ab\\_channel=MagyarNemzetIM%C3%BAzeum](https://www.youtube.com/watch?v=fJuEoV2uINE&t=107s&ab_channel=MagyarNemzetIM%C3%BAzeum)

-Cultural Appropriation in the Creative Industry

[https://www.youtube.com/watch?v=Ua-aZ\\_wZSRc&ab\\_channel=Showcase](https://www.youtube.com/watch?v=Ua-aZ_wZSRc&ab_channel=Showcase)

-Cultural Fashion: Transform the Fashion Industry From Villain to Hero | Monica Boța-Moisin:

[https://www.youtube.com/watch?v=twHCsVPupXo&ab\\_channel=TEDxTalks](https://www.youtube.com/watch?v=twHCsVPupXo&ab_channel=TEDxTalks)

- Mira Adanja Polak: Ekskluzivno - Video što drugi ne vide - Aleksandar Joksimović-

[https://www.youtube.com/watch?v=nZUYeZFfDo4&t=625s&ab\\_channel=RTSMiraAdanjaPolakEkskluzivno-Zvani%C4%8Dnikanal](https://www.youtube.com/watch?v=nZUYeZFfDo4&t=625s&ab_channel=RTSMiraAdanjaPolakEkskluzivno-Zvani%C4%8Dnikanal)

- DANIEL MILLER. CONSUMPTION AND THE PHILOSOPHY OF DENIM:

[https://www.youtube.com/watch?v=U5GHTZFR4WS&t=2724s&ab\\_channel=LSE](https://www.youtube.com/watch?v=U5GHTZFR4WS&t=2724s&ab_channel=LSE)

## PHOTOS:

-GETTY IMAGES

-PHOTOS OF ALEKSANDAR JOKSIMOVIĆ'S COLLECTION: VELIMIROVIĆ 2008: DANIJELA VELIMIROVIĆ. ALEKSANDAR JOKSIMOVIĆ: MODA I IDENTITET. BEOGRAD: UTOPIJA.

-PHOTOS FROM RTS GALLERY: PERSONAL COLLECTION

## **FIRSTLY, INSPIRE YOURSELF!**

Write a brief description of what the next task is, or what you want to write to yourself in the box below.

**NOTES:**

**Dear readers,**

**Thank you for your attention and for staying with us until the very end. We hope that you have read valuable facts, and we will be most glad if you network with us and all the entrepreneurs we have mentioned through our texts in order to start your business. Every beginning is challenging, but with will and perseverance, you are already on the verge of being a world-renowned fashion entrepreneur.**

**Whereas, that's not all. Although we are now at the end of the WEBEN project, our fashion journey does not end there.**

**A draft project is being prepared, which will be a continuation of the started plans. We will present you with new programs soon!**

**Stay tuned!**



# A CREATIVE WORKBOOK

*By Best-Seller team*



**THANK YOU FOR YOUR ATTENTION!**