



## Good practice from the Winnovators project

### CASE Evelin - A creator with vision and love for nature

Evelin joined the Winnovators project with the goal of developing the skills needed to launch her own online store. At the beginning of October, this dream came to life as she opened **LinLin's Things** (<https://linlin.eu/>), an online shop that combines her passion for creativity and her love for nature.

She attributes her connection with nature to her childhood although she discovered its healing power a little later. This connection now shapes both her lifestyle and her artistic expression.

Evelin believes that modern consumerism has distanced people from nature, and one of the ways this manifests is through fast fashion. To counter this, she began collecting unique second-hand clothing, which she now offers on her website. Her shop offers a wide range of products, from unique handmade digital collages and colourfully painted flower pots, to carefully selected men's and women's "vintage" clothing and accessories. Through her work, she not only promotes sustainable fashion but also inspires others to reconnect with and protect nature in their everyday lives.

She has joined Canva, Etsy and Influencer modules in the Winnovators project. She has been one of the more active participants from the very beginning, regularly attending all the scheduled meetings. The Canva module helped her to expand her knowledge of graphic design, which helped her to edit digital collages, posters and business cards. It also helped her to create particularly interesting collages with QR codes containing a link to the LinLins's things website. She cleverly printed them on stickers, making it easier to promote her shop. She first started making her online shop as part of an Etsy learning module, but later decided to make it on a similar online platform, Shopify. Evelin is also very active on social media, sharing her creative moments and glimpses of her life. The Influencer learning module was also helpful in this regard, where she learnt some useful information about content creation and how to share content to reach the largest possible audience. She now regularly posts short videos on her Instagram profile to spread her vision and connect with her followers. She also used Instagram to promote the launch of her online shop by live sharing to greet her followers and get them further excited about her products.

By creating content on social media and opening her online shop, Evelin is pursuing her passion for nature and raising awareness about the importance of sustainable fashion. Her journey is inspiring and we at Winnovators are proud that Winnovators project is part of her budding entrepreneurial journey.

Project **WINNOVATORS**

**“Boosting young women entrepreneurial spirit and skills to become the Women INNOVATORS of the future”**



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