



CASE: "Lona-Upcycle Fashion Designer"

Lona is an emerging fashion designer with a passion for upcycling and the ambition to develop her own clothing brand. She follows the ideology of "upcycling" fashion, a sustainable design concept where existing, discarded, or unused materials and products are repurposed into new, unique fashion pieces. Instead of letting old clothes, discarded textiles and leather scraps go to waste, she breathes new life into them through innovative cuts, patterns and techniques.

While Lona's designs are full of potential, like many emerging designers, she faces the challenge of promoting and selling her products. To bridge this gap, she joined the Winnovators project. Lona participated in key learning modules (Etsy and Influencing) that would help her take her brand to the next level.

The Etsy learning module encouraged Lona to create a detailed plan for setting up her online store, as the Etsy platform, known worldwide for its unique and handcrafted products, offered her an ideal opportunity to reach a wider audience of buyers. With the help of her mentor, she also found out that handmade products can be sold through an online shop in Slovenia with a tax deduction, which was an additional motivation for her to set up an online shop that could bring her unique pieces to sustainable fashion lovers around the world. Equipped with this new knowledge, she started the process of setting up an online shop. Lona also uses social media, especially Instagram, to promote her products. The influencer module gave her additional knowledge on how to publish online posts. By posting regularly on her Instagram profile (@LonaThings), she is now building a loyal community that follows the values of sustainable fashion and appreciates the creative use of reused materials.

The combination of her exceptional creativity, the knowledge gained from the Winnovators project and the use of digital tools has put Lona on the path to a successful entry into the retail market. With an increasing number of customers looking for sustainable and unique fashion pieces, her brand has a great opportunity for growth.

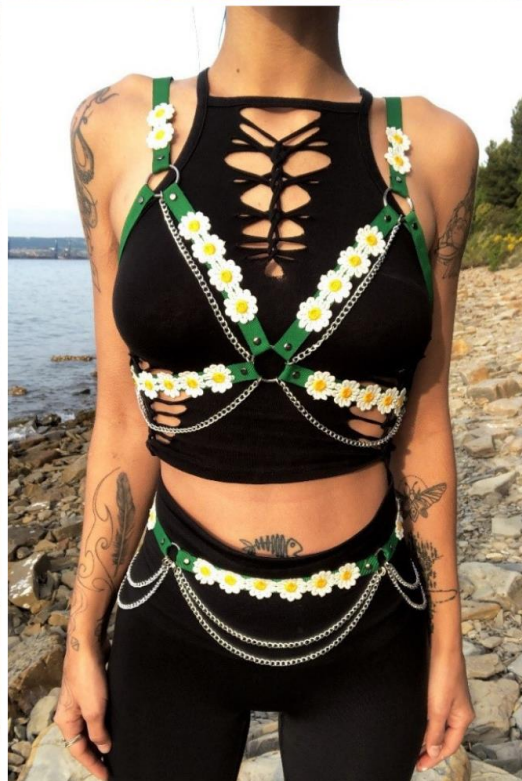
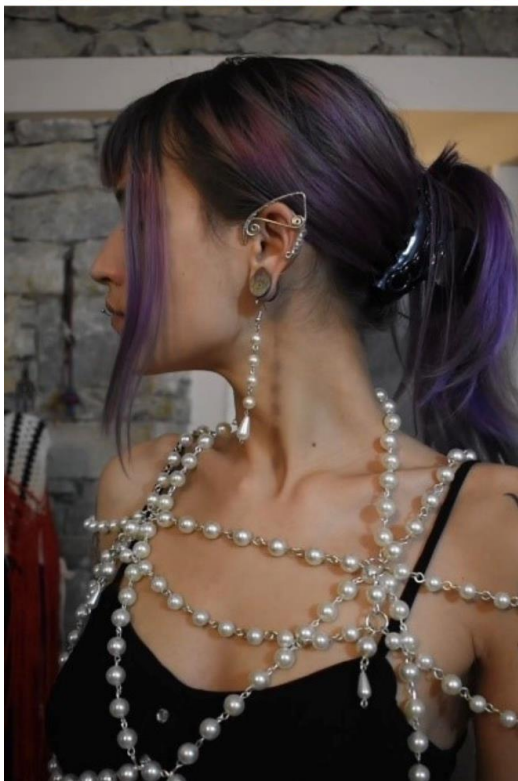
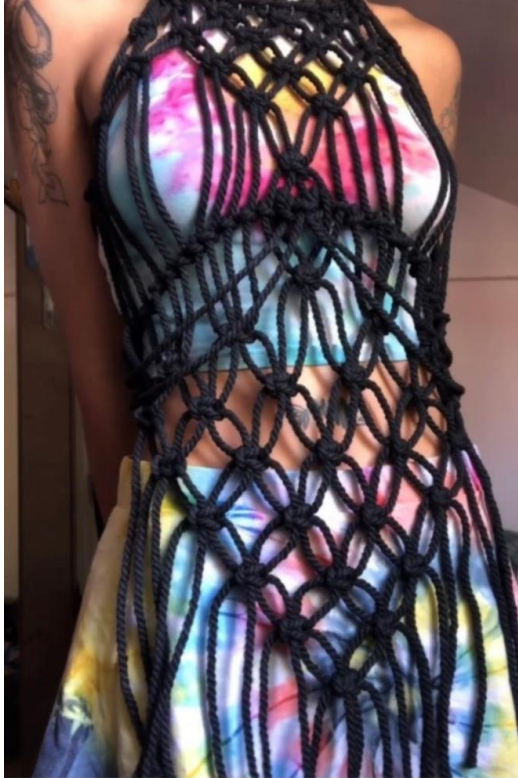
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