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Company mission of Ukrainian designers to Torino Fashion Week 2022

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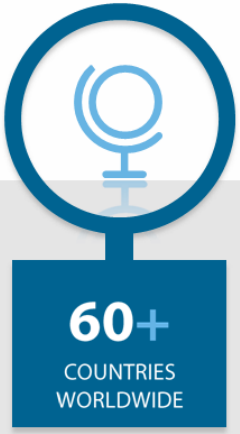
Enterprise Europe Network in numbers



We combine **international business expertise** with **local knowledge** to take your innovation into new markets.

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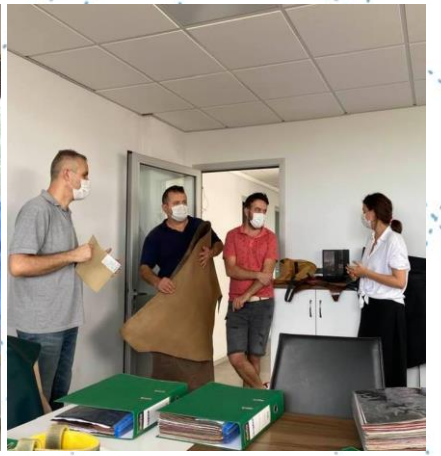
#EENCompanyMissionIzmir2020



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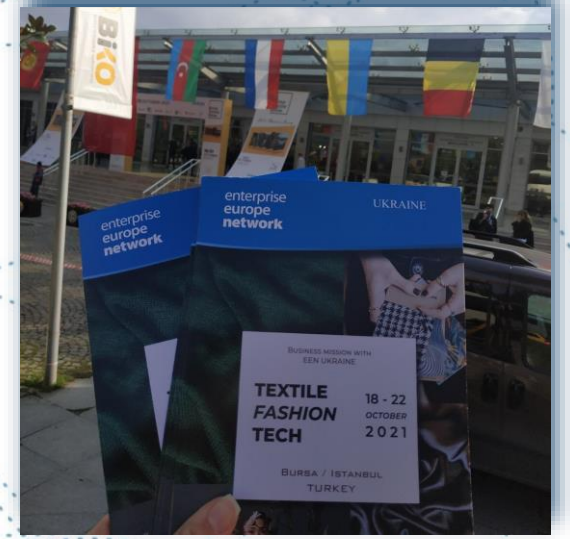
Brokerage event “Bursa Textile Show” 2021



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Example of successful story with Kacharovska brand

SOCIAL RESPONSIBILITY

From the very first days of the war we started to sew army boots.

We enforced all our courage and power into this project.

1575

Already sewn at brand expense and for charity and distributed free of charge to the military

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The EEN-Ukraine Consortium won the **Special Recognition Award** in 2021 as one of the best Consortium of the EEN.

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On 24 February, 2022 Russia launched a bloody War in Ukraine

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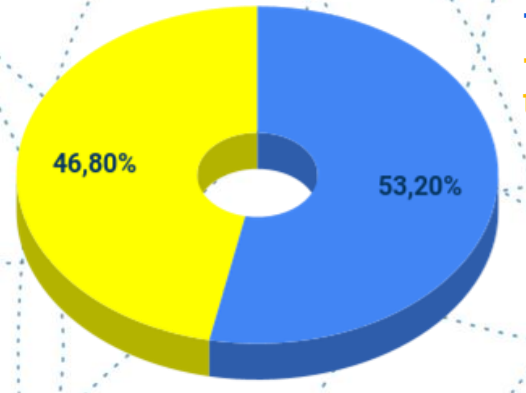
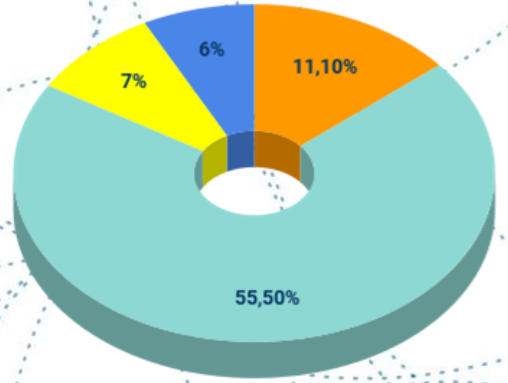
Operating UA companies



- Operating now
- Partially stopped their activity

SMEs that have been adopted their business activities



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EU-Ukraine Solidarity Lanes

Business Matchmaking Platform

The Platform | How it works | More cooperation | Online events | FAQ | Contact

Keeping Ukrainian goods moving: EU-Ukraine Business Matchmaking Platform

Since Russia's unprovoked and unjustified invasion of Ukraine and the blockade of Ukrainian seaports, Ukraine has been unable to export its produce to destinations around the world via the usual routes. This situation threatens global food security; alternative routes are needed urgently.

Are you looking for ways to support Ukrainian exports? Does your business offer transport or storage solutions? Are you a Ukrainian grain trader and you are looking for a logistics partner to export your products?

Register now for the EU-Ukraine Business Matchmaking Platform!

Launched by the European Commission, and operated by the Enterprise Europe Network, this platform aims to bring EU and Ukrainian businesses together quickly so that they may find pragmatic solutions to the export of agricultural produce from Ukraine starting immediately.

Register now
Open until May 27, 2023

LOCATION
Ukraine

ORGANIZED BY

European Commission

enterprise europe network
Business Support on Your Doorstep

een.ec.europa.eu

MFA UA

INSTITUTE OF PHYSICS
National academy of Sciences of Ukraine

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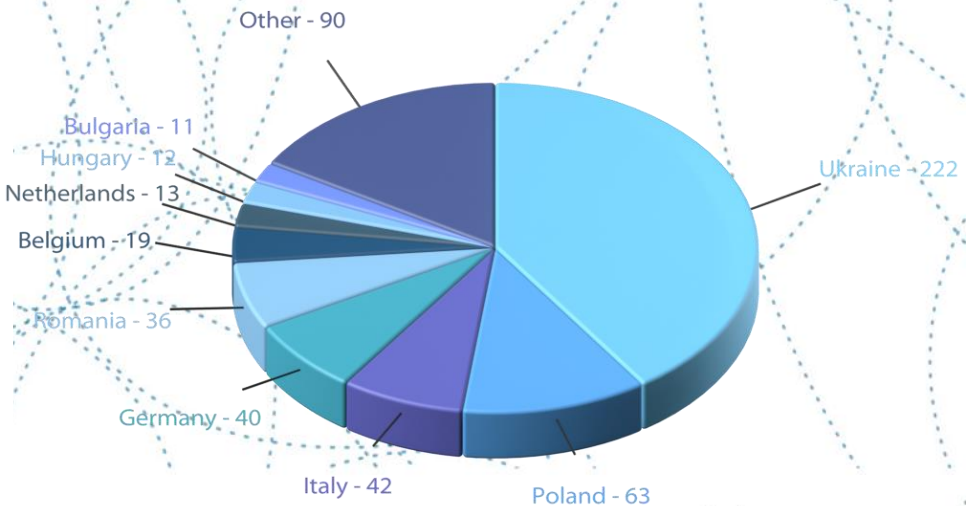
The EEN-Ukraine Consortium is administrator of the Solidarity Lanes platform: https://eu-ua-solidarity-lanes.seu.b2match.io/

Poland	67
Portugal	8
Romania	36
Singapore	2
Slovakia	4
Slovenia	1
Spain	5
Switzerland	7
Ukraine	235
United Arab Emirates	1
United Kingdom	2
United States	3
Uzbekistan	1
Total	**584**

UKRAINE



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Company mission of Ukrainian designers to Torino Fashion Week

Ukrainian day – Ukrainian Show will take place on 10th of July 2022

We kindly thanks EEN partners, **specially TMODA** in Italy for financial support of trips and accommodation for Ukrainian designers in Torino and their participation for free in TFW.

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Etika - clothing, ethical to the Planet and the People.

We create comfortable clothes: hoodie, sweatshirts, T-shirts, vests, summer suits made of natural hemp textiles with embroidery of Ukrainian motifs in a modern finish.

Style: casual sports with ethnic motifs
Direction: new-ethno

Etika - clothes for dynamic, realized people who love to travel and enjoy life. Playful, young in spirit, positive.

The brand was founded by **Mila Bozhenko** in 2022, so the production capacity is small today. But we are open to cooperation and ready to discuss any proposals for ordering our clothes.

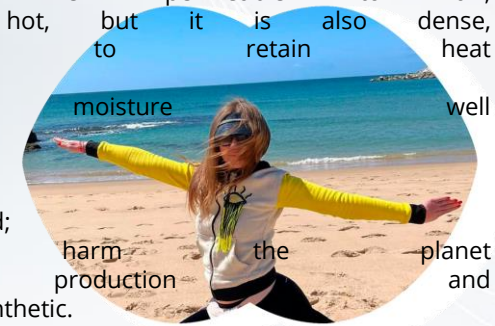
Nina Bozhenko
ludmylaw@gmail.com

The natural hemp fabric of Ukrainian producers, ecologically grown on Ukrainian chernozems, is used. Flax, eco-cotton and other fabrics for decoration are also used to create clothes.

The main element of decoration is embroidery with colored threads. The brand focuses on the principles of sustainable fashion. Therefore, the main brand is environmental friendliness and the revival of Ukrainian traditions.

Advantages of clothes from natural technical hemp:

- the fabric is well permeable to air, so it is not hot, but it is also dense, which helps to retain heat and not sweat;
- absorbs moisture well and dries quickly;
- protects against UV rays;
- not electrified;
- no chemical dyes are used;
- does not harm the planet during production and disappears faster than synthetic.



FORMA CENTER

In 2000, we started our business with the idea – to sew quality women's clothing and reliable overalls.

https://forma-center.com.ua
formacentercomua@gmail.com

Design clothes of any complexity, original dresses, skirts, blouses, women's pants, T-shirts and more - we will make your wardrobe unique. Production capacity - 3000 items per month.

Our philosophy is to reveal the external and internal beauty of women, to give confidence in ourselves and in our own form, thanks to our clothes.

Forma Center is a clothing manufacturer that will become your unique business card.

Kachorovska – established in 1957

Combining more than a half-century experience in handmade shoemaking and modern technologies, **Kachorovska atelier** has perfectly fulfilled hundreds of various individual orders. Thus we mastered the art of the perfect fitting shoe, elevated our skills and style, experimented with forms, lines, and materials. We gained invaluable experience, so please welcome – professionalism of our masters and the best materials at your service.

Brand sells selected fashion models direct-to-consumer made of high quality raw materials. Both, design and production are located in Ukraine.

Kachorovska is a niche Ukrainian brand about affordable luxury and timeless shoes.

Merkotan Yana
+380662407333
https://kachorovska.com/en/
yana.merkotan@kachorovska.com

Since 2013, we release our own model line of shoes and handbags – the result of our searches, work and inspiration. This is a comfortable, temperate design, self-sufficient classic with unexpected accents and natural materials.
All models are available for sale **online** and in **Kachorovska stores**.

The company's mission is to give people the experience of happiness.
Now Kachorovska has three stores, two in Kyiv, one in Odessa, an online store that sells goods in more than 30 countries all over the world and its own production in Zhytomyr. The company has more than 200 employees.
Kachorovska is an independent brand based on a true story, since 1957 with 60 years of hand manucrafting and experience.

MORGENTAL – Ukrainian product design brand with honor to traditions.

+380958311135
morgental.ua
morgental.ua@gmail.com

Kateryna Morgental, revived the brand of her great-grandfather (The history of the MORGENTAL brand starts in the first half of the XX century. Morgenthal Antal, founder of MORGENTHAL tailored brand of men's elegant clothes during the Austro-Hungarian period in the early XX century in the western part of Ukraine).

"In the meadow, a red Kalina" Text of the legendary Ukrainian song, which became the second anthem of Ukraine (during the Russian invasion) was transformed into a graphic pattern and printed on silk shawls. The pixel vibration of vowels and consonants are symbolically combined together in a pattern.

We make our unique pattern prints, design products that tell stories and transform traditional techniques and symbols into contemporary home décor and fashion accessories. **We like to mix art design** to make artistically stylish products with a touch of soul and Ukrainian culture.

Accessory products – polyester silk shawls and phone cases.
Interior products – digitally printed upholstery fabrics, decorative pillows, wallpapers, and art posters.
Limited edition collections – collectible art, hand-printed/hand embroidered textile décor, upcycled fabric artworks from the rest of our production process, and old fabric samples.

Products, we represent during **TorinoFashionWeek22** – accessories in collaboration with Ukrainian brand SHPALTA.

TR Ethno black&white shawl - the collection is dedicated to Ukrainian embroidery traditions with the stylization of the sacred symbol ALATYR and inspired by the landscapes in the Carpathian mountains.
Ukraine is the Capital of Dignity and Freedom silk shawl – is an accessory collection designed and produced during the war in Ukraine to glorify our culture and values.

The ORIGA company is a manufacturer of women's clothing in Ukraine.

A family business was founded in 2006 in the east of Ukraine in Kharkiv. The leaders of the company are:

- **Olga Lymar** - the founder and creative director of the company.
- **Alexey Lymar** - CEO.

+380973770901
origa.ua
Olga Lymar & Alexey Lymar

ORIGA is a member of a specialized international fashion exhibitions in Ukraine, Kazakhstan, Latvia, and England.
The brand has been repeatedly awarded certificates and diplomas of international fashion festivals, Ukrainian Fashion Days and Fashion Weeks; Kyiv Fashion (Kyiv), Kharkiv Fashion Business Days (Kharkiv), Galychyna Fashion Expo (Lviv), Moda UK Fashion show (England), Riga Fashion show; CAF(Kazakhstan).

Our goal is to impress our customers!

The legal form is a public limited liability company. The company has its **own production line**.

Origa creates modern clothing lines.
The **philosophy of the brand** is timelessness, freedom, and creativity. Brand designers rely on original cuts and time-tested ethical materials: wool, cashmere, tweed, linen, and cotton materials.

The brand range includes:

- universal coats,
- trench coats,
- functional jackets
- laconic suits
- elegant dresses,
- blouses,
- skirts,
- and flawless cut and perfect fit.

The clothing collections are developed by a design bureau team and produced in-house.

EtnoShik

The Ukrainian brand **EtnoShik** combines Ukrainian traditions and modern fashion trends.

etnoshik.stanislava@gmail.com
https://etnoshik.crafta.ua

The **brand was created** in the early years of the war between Ukraine and Russia in order to give people the opportunity to show their patriotism, their opinion, their values through their appearance. Our clothes give every person the opportunity to show their uniqueness, emphasize their individual beauty, love for Ukraine, freedom and independence.

During the existence of the brand, connoisseurs of fashion and culture in more than 20 countries of the world fell in love with our clothes.

We cooperate with stores in Italy, Spain, Germany and Ukraine.

We make clothes from natural materials, embroidered items are made from 100% linen, and knitted items are made from cotton thread and half-wool. The clothes are produced professionally, of high quality with great attention to detail. We produce blouses, dresses, overalls, cardigans, sweaters and other things decorated with ethnic and other patterns. We accept wholesale orders from 10 to 100 units.

We look forward to collaborating!

HOW THE FASHION INDUSTRY IS SUPPORTING UKRAINE IN WAR

LVMH

€5 million ($5.4 million USD)

LOUIS VUITTON

€1 million ($1.09 million USD)

KERING

a “significant donation"

GUCCI

$500,000

BALENCIAGA

an undisclosed amount

GIORGIO ARMANI

€500,000 (about $543,000)

BURBERRY

an undisclosed amount

CHANEL

€2 million (about $2.18 million)

VALENTINO

€500,000 (about $543,000)

L'ORÉAL

€1 million ($1.09 million)

RALPH LAUREN

an immediate donation

adidas

€100,000 (about $108,700)

MANGO

€100,000 (about $108,700)

GANNI

100.000 DKK (approx. $14,700)

Information was taken from the website: https://www.universityoffashion.com/blog/how-the-fashion-industry-is-supporting-ukraine-as-war-rages-on/

HOW THE FASHION INDUSTRY IS SUPPORTING UKRAINE AS WAR RAGES ON

TORY BURCH

donated to World Central Kitchen

COACH

donated to UNHCR

MINIMALIST
TAMARA DAVYDOVA

donates to Red Cross and UNICEF in Ukraine

HERMÈS
PARIS

temporarily closed stores in Russia and paused all our commercial activities

asos

no longer doing any retail out of Russia

H&M

has currently paused all sales in Russia and closed its 170 stores

FASHION MODELS: Mica Argañaraz, sisters Gigi and Bella Hadid, Kaia Gerber, Vittoria Ceretti, Kiki Willems, Francesca Summers, and Aylah Peterson donating part of their earnings of this fashion week

Information was taken from the website: https://www.universityoffashion.com/blog/how-the-fashion-industry-is-supporting-ukraine-as-war-rages-on/

We Invite YOU on Fashion Show of Ukrainian designers

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Business Support on Your Doorstep

Show of Ukrainian designers will take place on 10th of July, 2022 at 19:30

SAVE UKRAINE!

Give weapons Armed Forces of Ukraine!

Help to protect European values!

Here you can see the real photos of Ukrainian children
These photos were presented on Exhibition
“WAR by Ukrainian children's eyes”,
which was created by artist Justina Pavluk.

EEN-Ukraine
Consortium