



Ljubljana, Slovenia  
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# Business Activity

- Studied textile
- Since 1990 -> Maribor painting on silk
- Ljubljana/historical old city centre
- Dying & colouring silk
- Women & men - unique clothing - measure made





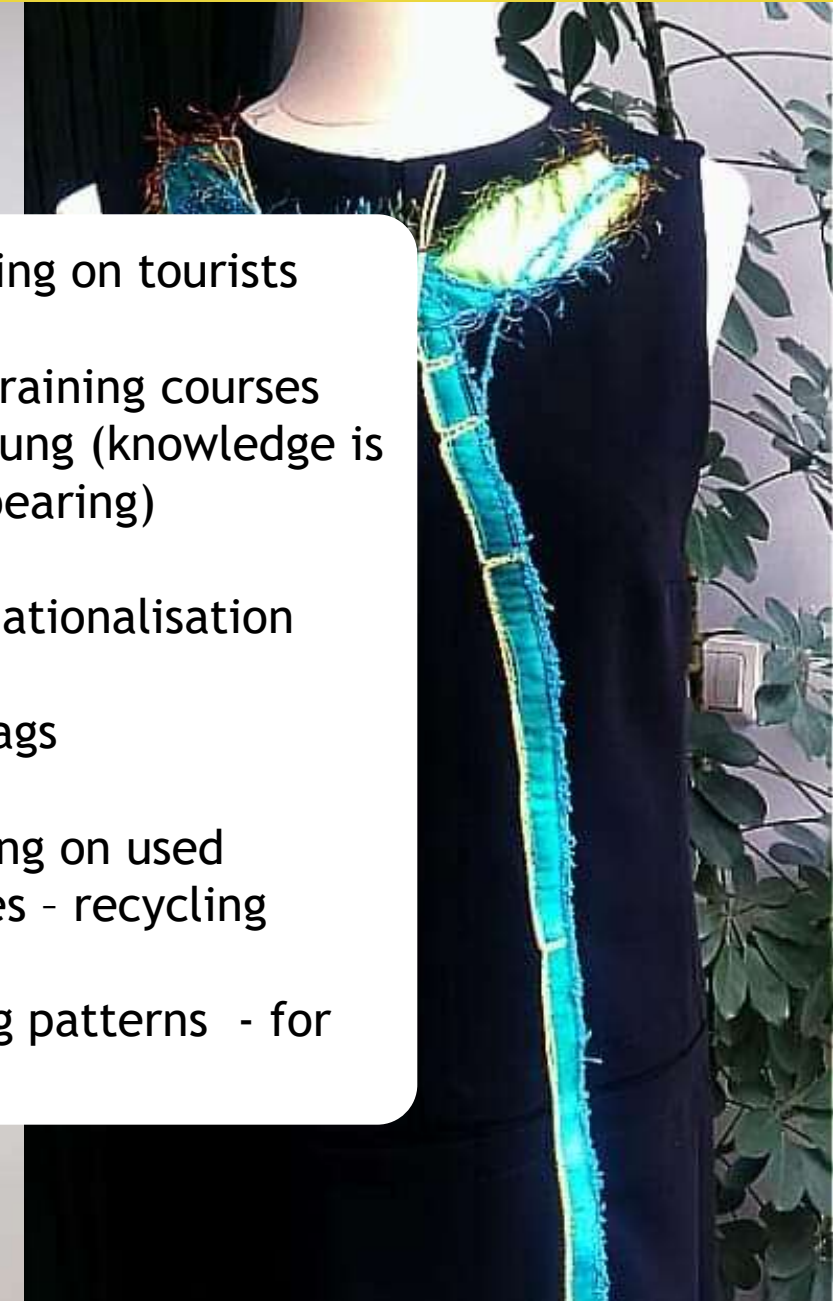
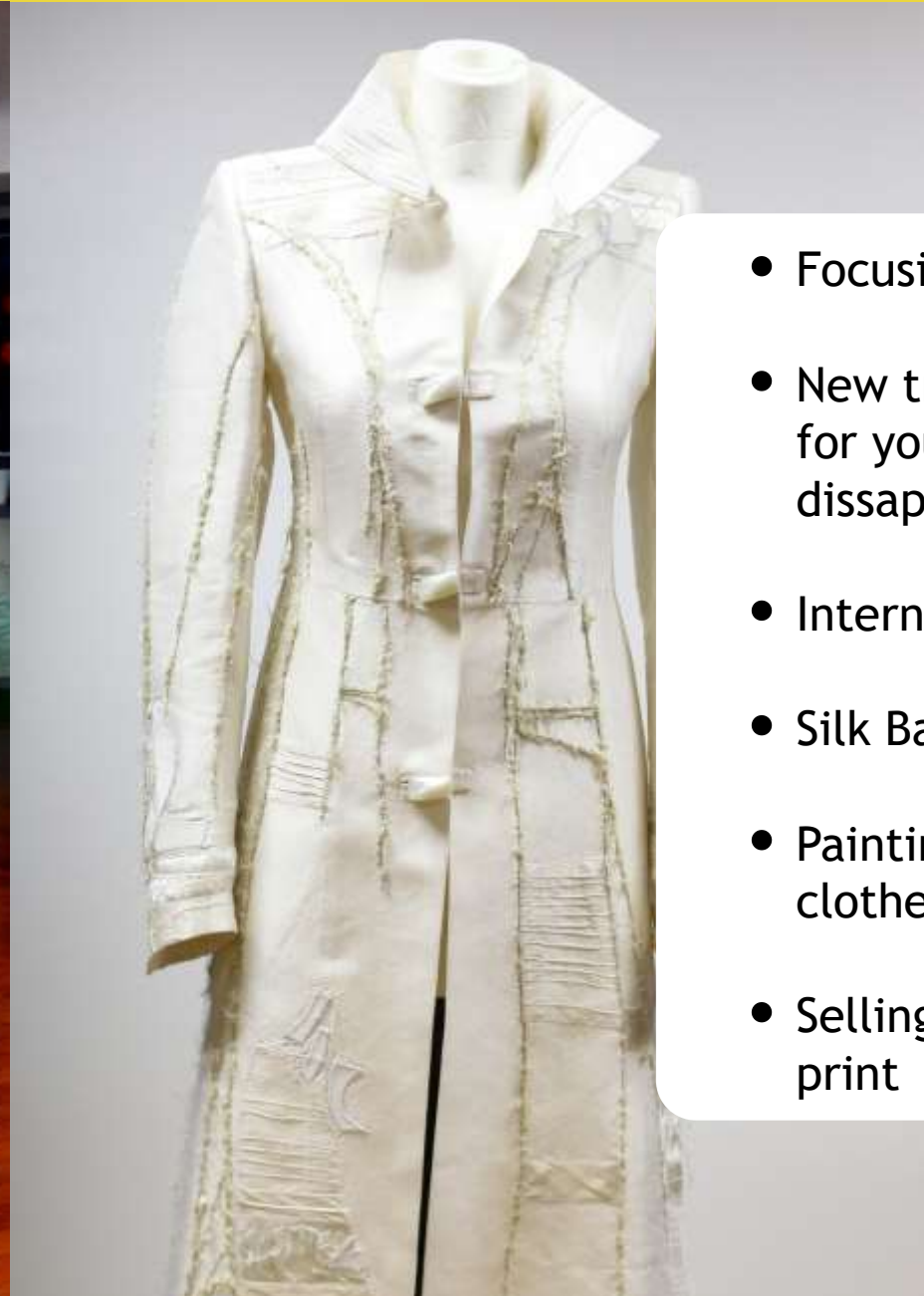
# Market Issues - trends



- Development from scarfs/ties to full dresses
- Training courses for silk painting
- TCBL - silk from Greece
- Trend from dark to bright colours
- Unique painting from inspiration - not possible to copy



# Innovation potentials



- Focusing on tourists
- New training courses for young (knowledge is disappearing)
- Internationalisation
- Silk Bags
- Painting on used clothes - recycling
- Selling patterns - for print



# Lessons learned

- Administration is killing creativeness
- Creativeness depends on personal lifestyle - can not be enforced
- Location and visibility of shop is very important
- Textile trend is in cheap industrial pieces - quality silk is expensive





- International selling
- International marketing
- It is hard to find appropriate partners, because the products are very different.
- International workshops for silk painting
- Open for cooperation







THANK YOU!

Ljubljana, Slovenija

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