



Yana Oleg Dvoretzka

Designer in YOD

My long-term work as a fashion teacher, designer and costume designer provides many opportunities for the synthesis of theory and practice. My scientific and creative interests are formed precisely by the three main directions in my creative activity: as a teacher - in the field of the theory and history of fashion, as a designer - in the application of sustainable practices for creating fashion, as a scenographer - in the integration of modern visual reading of the historical costume.

When describing my YOD label, I would not use the word 'fashion', as this might suggest a process dependent upon constant change, rapid turnaround, and invented needs.

While making my first steps as a fashion designer, I soon discovered that the 'fruits' of the industry conflicted heavily with my core values and personal ideas about what constitutes lasting quality and conscious design aesthetics. Garment and textile production is one of the most polluting industries in the world notorious for unfair wage and labour violations.

Therefore, I started exploring the possibilities of sustainability in fashion and found myself living and preaching the Slow Fashion philosophy.





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Clothes produced under the label YOD combine natural fabrics with the time-honored techniques of hand-creating and careful treating of textile surfaces. Hours of handwork and the implementation of knowledge handed down from generation to generation are applied to YOD's one-of-a-kind pieces.



A softer palette of true hues is achieved through dyeing with leaves, roots, and blossoms carefully harvested from nature. The resulting effect offers a unique connection to fashion via the tactile expression of natural fabrics and wearable organic design that transcends the whims of fleeting styles. The name of my fashion brand YOD is associated with the beginning of the sustainable movement in fashion in Bulgaria. My future plans are aimed at further researching the possibilities of natural dyeing, as well as raising public awareness of the benefits and potential of sustainable design.

