

mila.vert



Name: Tina Logar Bauchmüller

Professional position: founder and CEO of Mila.Vert, a sustainable fashion brand

Description of professional activity and background: I studied economy and worked as a business consultant in an IT company, but I had always wanted to work in the creative sector connected to fashion and sustainability. After the birth of my second daughter in 2015, I felt it was time for the big leap so I founded Mila.Vert. I am now the CEO and head designer of the brand, and I lead a team of like-minded women.

Goals, values and target groups: We say that Mila.Vert designs for those in search of a kinder lifestyle. This is both our goal and our target group: to bring sustainable and ethical fashion to women who appreciate high-quality and slow fashion principles. Our main values are sustainability (our materials, both how we work with them and their origin, packaging, our design practices, but also our work environment and how I manage our small team) and a local, ethical, on-demand production, which includes the highest level of workers' rights. We don't keep any stock and only produce items after an order has been placed, which is how we respond to the problem of overproduction in fashion.

How they came to the topic of sustainable fashion: Fashion design has always been my passion – even in childhood I remember consulting my grandmother and local seamstresses to help me carry out my design ideas. I liked my previous job and my colleagues, but there was a strong wish inside me to do something to try to make a change in the world. I saw the opportunity to change my career as my mother's leave was coming to an end – and here we are.

Challenges, difficulties and advice for more sustainability: From the beginning, the main struggle was finding the materials that would fit my design ideas. Eight years ago, the range of sustainable materials was limited, or I couldn't afford to buy hundreds of meters of fabric directly from the producers, so I had to turn the whole process around. I first chose sustainable fabrics that I liked and were available to me, and then I let the fabric inspire me to come up with different designs. The process has not changed since then. My advice would be to buy and produce less and raise the quality of products – which is often, sadly, easier said than done.

Efforts to involve young people in their work: Our team is unique and is currently made up of brilliant, highly motivated women. Some of them joined the team while they were students in their 20s and they simply never left. There is a special, inspiring and nurturing energy among us and it's a joy working surrounded by such amazing individuals.

Name a reference for sustainable fashion or a good practice: I am inspired by like-minded people and brands, but especially appreciate Slovenian artists who work with natural colours and materials like Brinas Studio and Vita Ivičič. I also love Kowtow and their approach to sustainability, taboos and that says menstruation is not a necessary evil, but a superpower.

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