

THE INNOVATION JOURNEY

Sabina Hameršak Zorec is a refreshing example of an innovative entrepreneur in a rural area. With a degree in fashion design, she has focused her passion and knowledge on designing unique, environmentally friendly clothing, raising awareness of sustainable practices in fashion and demonstrating that it is possible to influence global trends and contribute to positive change from the countryside.

Her work in the local community contributes to economic development and breaks stereotypes about limited opportunities for women in rural areas. By attracting customers from different regions and using modern technology to market her products, Sabina proves that geographical distance is not a barrier to success.

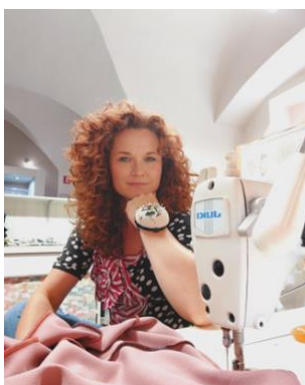


Figure 1. Sabina Hameršak Zorec in her workshop.

Sabina not only manufactures finished products, but also allows the public to

participate in the entire production process. She promotes recycling and reuse of materials, preserves old sewing techniques and knowledge, and advocates for a longer lifespan of clothing – using her creativity to raise awareness of the importance of environmental protection and sustainable development.

THE INNOVATION IMPACT

Innovative approaches to sewing and reusing clothing. Preserving old sewing techniques, manual skills and reducing dependence on electricity. She favours the recycling and reuse of materials, helping to reduce environmental impact, promote creative reuse and extend the life of clothing. This contributes to greater environmental awareness and promotes sustainable development. Sabina actively shares her knowledge in workshops and as a mentor, encouraging others to learn craft skills and develop their own creativity. She strengthens the community and promotes a culture of mutual support and collaboration.

The impact of Sabina's work can be seen in her expertise and innovation in textiles and sewing and underlines her commitment to sustainable development, education, and social engagement.

USEFUL LINKS

<https://www.instagram.com/sabinahamersak/>

https://issuu.com/lasbogastvopodezelja/docs/_iv_za_okolje_katalog_2022_web