



## FLIPPED STUDIO “SUCCESSFUL INNOVATOR” - NOVA

Project No. 2020-1-LT01-KA227-ADU-094751

### Fashion’s Big Reset

**Creator of the good practice, country:** Information by Andrei Spataru (Fashion designer Irina Schrotter)

**Sector:** Design and fashion

**Type of business / employment:** Self-employed

#### Achievements in CCS before the Pandemic

Before the pandemic, Irina Schrotter was pushed by poverty to start fashion. "I could not survive on the doctor's salary." Fashion designer Irina Schrotter, 55 years, who owns three garment factories, said in an interview how her business survived the pandemic and highlighted possible solutions to break the deadlock.



*Free image on Unsplash*

Before the pandemic, fashion creations and design ideas worked very well and clothing “reached” many people. The profit was also stable and ensured a decent living. “Imagine that I gave up my doctoral career in order to pursue my passion for fashion and design.” (Said Irina S.) Moreover, she felt her inner satisfaction grow with each passing day. She looked back and felt no regret that she had given up being a doctor.

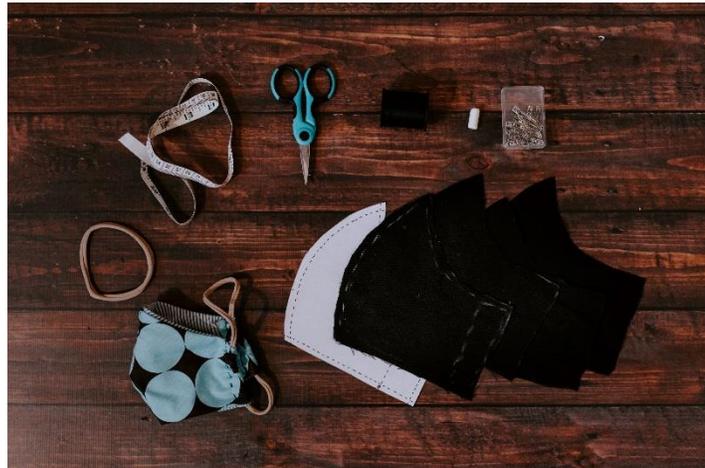
The design and fashion were as pleasant as it were demanding and did not leave you too long to stay at home. An entire collection of clothing lines was the basis for the achievements in CCS before the pandemic. To all this was added the pleasure of doing what you like, but also the extensive network of collaborators in this sector. When you feel that you want to express yourself, that you are sad or confused, you start sketching and creating the best clothes.



## Challenges faced during the Pandemic and innovative solutions to overcome them

The challenges have been visible since the beginning of the pandemic, when the fashion designer made protective masks made of cotton. She also had a reasoned explanation for this decision. "I graduated from the Faculty of Medicine, and I considered that the cotton masks can also protect people (those cotton masks that I saw used in the operating rooms when I was a student). There were no protective masks at all, and we wanted to make at least some from cotton. I offered them in hospitals, doctor's offices and pharmacies, and people were delighted that they could wash and iron.

Unfortunately, the World Health Organization (WHO) and some communicators in Romania, even some with medical studies, were against them. That is when I said we cannot fight a critical mass of bad communicators. It was later demonstrated that these masks can be used, especially when there are no alternatives", the designer added. It was very frustrating.



*Free image on Unsplash*

In fact, related to medicine were the steps that led her to the fashion world, because she had a reduced salary as a doctor. "In 1990, I was 25 years old, I had just finished college and I was working at the Emergency Hospital in Iași, in plastic and repair surgery. I was earning 2,000 lei, making seven guards a month."

The innovative solutions were very much related to the inspiration given by the soft skills like self-determination and motivation to fight against those who do not consider your work at a positive level. Why? Because you cannot know success if you give up. It really is not easy to use what the fashion industry has to offer. That was the thought for contributing to the fight against the pandemic. Innovation was the basis because all those cotton masks were created with love for people around.

## Conditions for the innovativeness and success

To highlight success and innovation, Irina Schrotter shared the decisions she made immediately after the March 2020 lockdown, when most businesses were closed, and people stayed home. "I started from the fact that I stayed in the house for a long time, and it was as if I was tired of dressing in the same things. I did not necessarily have a wardrobe with specific clothes to be worn in the house, because before the pandemic, I spent a little time at home.



After those thoughts, came the idea of the Homebody line - to dress in the house in a way that pleases us, to be a casual outfit, in which we can work and, if we want, even go out for a coffee quickly, when we will be allowed. The idea was a great success, I launched the campaign and the online collection, because, fortunately, a year before, on May 5, my birthday, I had launched the online store. And in May-June, we made 400% of the previous figure", said Irina Schrotter

The innovativeness here was born from necessities because sometimes innovative solutions appear in the most difficult moments. When you face unpleasant situations, you are somehow forced to be creative, to give everything you have good in yourself and to succeed.



*Free image on Unsplash*

The success and innovation of this Good Practice also stands in the usefulness and appreciation "received" by the Homebody line. Success and innovation can come from small things when the competition in the design and fashion sector is very high. This is also the case of this Good Practice, which, if it did not enjoy the success of the cotton masks, then did not give up and enjoyed the success brought by the Homebody line.

This Good Practice can be successfully implemented or replicated anytime if you have knowledge in design and fashion, the desire to please those around you, to be your own boss and to earn money out of passion. Of course, you also need financial support, but local authorities sometimes support this industry.

**Source:** [https://www.romaniatv.net/irina-schrotter-impinsa-de-saracie-sa-se-apuce-de-moda-nu-puteam-sa-supravietuiesc-din-salariul-de-medic-cum-si-a-dezvoltat-designer-ul-afacerile-in-pandemie\\_5272843.html](https://www.romaniatv.net/irina-schrotter-impinsa-de-saracie-sa-se-apuce-de-moda-nu-puteam-sa-supravietuiesc-din-salariul-de-medic-cum-si-a-dezvoltat-designer-ul-afacerile-in-pandemie_5272843.html)



### Self-reflection questions

1. What did I learn from this Good Practice?
2. What do I have to do to successfully launch and survive in the fashion and design sector?
3. How much do I feel that the contents of this Good Practice were relevant and useful to me?

**This good practice story is prepared by Centrul pentru Promovarea Invatarii Permanente - CPIP, Romania.**