

SOCIAL INCLUSION OPPORTUNITIES

# TANGIBLE HERITAGE

*collection of ideas*

## IZABELA MANDOIU BRAND

The Traditional Romanian Symbolism

The designer, Izabela Măndoiu, is a young women who grew up in Arges County and decided to creates traditional clothes inspired by the area where she grew up. She wanted to valorize the fabrics from her mother's dowry box where some clothes were in good conditions and some were slightly damaged. So, she mixed the old fabric with current materials. Another reason of why she creates everything based on traditional symbolism is from her grandmother's IA.



## OBJECTIVE

One of the main goal is to support women in the villages who continue to sew by hand. The main collaborators are women from villages who are aware that their work matters in persisting the traditions.



<https://izabelamandoiu.com/>

The products are sewed by hand, as in the past, and a typical blouse is done between four to six weeks, depending on its complexity.

