



Anita Boelcs



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Her Story

Anita trained as a stylist at the HEAD in Geneva, and worked as an image consultant in the field of fashion. Over time, she grew increasingly concerned about the «fast fashion» phenomenon as well as the environmental and social impacts of the overconsumption of clothes. She therefore decided to go against the grain through integrating responsible production and mending into the projects she undertakes.

Zephyre Scarves



Background

Anita has been planning to launch a collection of scarves for several years but couldn't come up with a formula adapted to her endeavours. When she came back to Switzerland after a stay abroad, she had the idea to work with migrants. Furthermore, she decided to produce her scarves with recycled materials, and to adhere to the «slow fashion» movement. The main purpose of her project is not only to help migrants but also to encourage people to adopt a different attitude with regard to their consumer habits.

«The collection is different, ethical, fair, and aimed at raising awareness among the public about consumption patterns and handmade goods.»



Photos par Silvana Pizzirusso

Her Project

Through launching her collection of scarves called «Zephyre», Anita wants to highlight migrants and their skills, and help them integrate into Switzerland. She tries to get exposure for their talents, cultures and traditions. The end products are unique pieces, which bring new life to beautiful fabrics. Despite the cultural challenges, Anita highly appreciates the collaboration with her colleagues, and the opportunity to offer a job to people in difficulty. Her future objective is to set up a sustainable and growing business in order to be able to provide migrant women with a regular activity.

«Alter Start is a concentrate of skills: excellent presentations on how to start a business, as well as personalized and caring advice thanks to every coach.»

