

Christina Charokopou - When A Woman Creates...

Christina was born and raised in Athens. She studied Sociology & History of Art. Her passion for art and her ancient Greek heritage, as well as her awareness of the various challenges modern women are facing all over the world, led her to the creation of THE BRITELINE - Art Fashion With A Message brand and the APHRODITE REINVENTED concept, defined as "The Eternal Woman Spirit, Beauty and Power heading Bravely to the Future".

Mrs. Charokopou, what have you studied and how much did it help you in your professional career?

I studied Sociology and History of Art at Deree College, the American College of Greece. I always loved and still love both subjects. I believe that the knowledge I have acquired contributed to the general evolution of my personality and to my subsequent professional career.

What are your company's profile, activities and scale nowadays?

THE BRITELINE is a personal business in the field of development and promotion of modern design ideas in Greece and abroad. Currently, these ideas are being incorporated in women's jewelry, clothing and accessories. We create "Artistic and Inspiring Fashion Concepts". Our first design series in women's jewelry and T-shirts is based on the "APHRODITE REINVENTED" concept, with the Greek Goddess Aphrodite - the Eternal Woman, every Woman being its Registered Trademark. We create a new Greek quality brand MADE IN HELLAS with a trademark originating from our Ancient Greek culture and addressed to the International Present and Future.

Your corporate motto is "Reinvent Yourself" ("re-discover yourself"). On what occasion did you choose it?

"REINVENT YOURSELF" is a message that refers to every new beginning in our lives that can happen at any time after a new introspection and reassembly of our strengths and capabilities; every new start that leads us to a "brighter tomorrow". That's exactly what happened to me when I created the "APHRODITE REINVENTED" concept.

Goddess Aphrodite is the element that dominates the t-shirts you design. What is the message you want to pass to women through this concept?

"APHRODITE REINVENTED" is the spirit, beauty and strength of the eternal Woman, moving forward with bravery and optimism. Goddess Aphrodite is redefined driven by - beyond her beauty - her strong spirit and her inner quality, driving forces for her optimistic and dynamic course in Life. The message that I would like to pass to women is: "Search, find and use your inner value and strength and with this new consciousness, move dynamically forward."

What would be your advice to a young woman who would like to get engaged in your subject? What difficulties and challenges she has to face?

Difficulties and challenges existed, exist and will exist at all aspects of our lives in various forms. My "tip" consists of 16 keywords-messages, which are also the concept of our Theme "YOUR COMPASS" and of course, refer to an Internal Compass: Beauty - Purity - Bravery - Generosity - Faith - Hope - Courage - Empathy - Vision - Dignity - Freedom - Inspiration - Truth - Love that lead us, with mathematical certainty, to HARMONY AND HAPPINESS, the two most important things in life for all of us.

Is there a lifetime dream that you have not yet made come true?

Many, the most maybe. I believe lifetime dreams keep us "Awake" and Alive.

What will your next business steps be?

Enrich the "APHRODITE REINVENTED" collection and expand our presence in selected stores throughout Greece and abroad.