

“ REINVENT YOURSELF “
A discussion with Christina Charokopou
Founder & Creative Director
of THE BRITELINE - Art Fashion with A Message

1. "Re-invent yourself". What does this phrase mean to you and how did you end up in creating this concept?

- "Reinvent Yourself" is the message - urge that refers to every new beginning in our lives; every new beginning that leads us to a "brighter tomorrow". A new orientation. It requires a new introspection, reassessment and reassembly of our strengths and capabilities. This happened to me when I created the Concept "APHRODITE REINVENTED". The "regenerated" Venus is the symbol that emerged from all my personal experiences when the time to redefine myself and my course in life came.

2. What feedback do you get from women-buyers of your collections?

- "I see myself in this female figure that gives me such strength and optimism"! This is the purpose of THE BRITELINE brand and my personal goal and I feel great when I hear it!!!

3. Should Fashion have a "message"?

- Of course, Fashion - like anyone or anything addressed to and influencing a large number of people - should send a positive Message.

4. "Let The Star Guide you". Do we all have a star inside, and why many of us have not yet discovered it?

- This star is our inner Compass with our inner value system as cardinal points. With strong, stable and timeless values, we are well-oriented for our conscious progress and for the achievement of our goals in our life. This star will shine within us when we stop being influenced by insignificant external factors. When we define who we really are, when we learn to properly evaluate our inner value and strength.

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5. Whom do you intend to reach with your Message, through your collections?

- Every woman all around the world. APHRODITE REINVENTED is "The eternal Woman Spirit, Beauty and Power Heading Bravely to the Future" carrying the message "REINVENT YOURSELF". The Greek Goddess of Beauty and Love symbolizing the Woman of the World is redefined on the basis of her inner quality, value and strength - not just her outer beauty. This awareness is what will help her overcome the obstacles and difficulties and lead her to a happy life-meaning course and this is The Message I would like Women to get through this Concept.

6. How much has the financial crisis affected fashion in general?

- This crisis has affected Fashion very much and on many levels all over the World. Things are constantly changing and they will continue to change, I hope for the better, because Fashion, like any other form of Art, illustrates, in its own particular way, the reality.

7. Are you optimistic, do you see some light at the end of the tunnel for Greece?

- I am optimistic because we Greeks are ingenious, creative, hardworking and blessed with a unique heritage - a source of inspiration and power ... and Greece is more than just a country - it is a set of eternal values, ideas and ideals that have no borders and are endless. As for "Light at the end of the tunnel" it is a Law, it existed, exists and will exist everywhere and always, waiting for us...

8. Does it make sense for someone to fight and create in this country?

- Of course, it makes sense!!! Conditions are not good; there are many obstacles that must be overcome by creative people in Greece, but we owe it to our past, our present and our future to contribute positively to our homeland, not just in the country, but to carry also its Light Abroad and each of us has to find how to do it. You have achieved this in the best way through your wonderful creation - "Living Postcards". Thanks to this great initiative and the passion with which you support it, we have this discussion today! Therefore, you are a brilliant example for others to follow! As for those who regulate the action frameworks of others and set terms obstacles to creation, I wish them finding out where they err and

make the necessary corrections in order for Greece finally to be benefited and promote the real value of the majority of Greeks around the World.

9. What do women need to "step into the light" and finally, do things?

- Understand that strength comes from within. Abolish wrong standards, influences, stereotypes and dependencies. Believe in themselves and their potential and transform their inner beauty and value into a driving force for achieving their goals.

10. What do you wish for 2015?

- Re-invent and reassess ourselves and our personal and collective potential for a "brighter tomorrow" to come!