

“REINVENT YOURSELF”

A Message Dedicated to The Women of The World

Interview of Christina Charokopou – Founder & creative Director of “THE BRITELINE”, to Zeta Tzioti.

Christina Charokopou is a creative woman, full of life, inspired by anything new and innovative. Being a dreamful and brave spirit, she created "THE BRITELINE - Art Fashion with a Message" brand, a pioneering fashion brand that forms a new fashion trend by promoting a powerful message for the modern Woman all over the World.

While literally crossing the sky in her daily routine, Christina got also involved in the creation of a multidimensional brand, with strong symbolisms that promote a "State of Mind" and the values of Beauty, Harmony and Feminine Power.

The jewelery and T-shirts collections are of particular interest and are based on the Concept "APHRODITE REINVENTED", with the sign of Goddess Aphrodite, which here symbolizes “The Eternal Woman Spirit, Beauty and Power Heading Bravely to the Future” carrying The Message "REINVENT YOURSELF" - freely translated as "Re-discover Yourself".

Through this Concept, the designer expresses her psychic plane and invites the "Woman of the World" to continue her dynamic course forward, overcoming every obstacle and based on her inner Beauty, Value and Strength.

We met Christina at a place that "inspires and expresses her perfectly" - as she said, THE BLENDER GALLERY in Glyfada, an innovative gallery of unique aesthetics... willing to answer our questions and reveal the source of her creativity.

THE BLENDER GALLERY is a new gallery for contemporary art that aims to foster and promote local artistic creation both in Greece and abroad.

By hosting dynamic and promising artists, who express themselves by using all sorts of media and have different philosophical approaches to their own work at the same time, THE BLENDER GALLERY expects to create a brand new and unique mosaic of art.

The philosophy of the GALLERY is based on the assumption that art is hidden in the whole spectrum of human creation and its aim is to discover it together with the public.

So, this place is suitable and fully associated to the way of thinking and expression of the designer, Christina Charokopou.

ZT: Christina, you are a versatile human being. Being aware of your studies in Sociology and Art and your successful professional career in a sector other than Art, how did you decide to create a Concept - Fashion Brand? Would you like to tell us a few words about it?

CC: "THE BRITELINE - Art Fashion with a Message" Concept is composed by three elements that express me: love for all kinds of Artistic Creation, for the timeless Values of our Ancient Greek Culture and the awareness for the challenges modern Women are facing worldwide. It was a matter of "time" for me to make this composition, which reflects a personal evolution.

ZT: I have the feeling that by creating "THE BRITELINE" brand, you have found the star you have been hiding inside. Did something happen in your life that prompted you to approach things with a more creative mood?

CC: Yes, indeed. A "re-introspection", reassessment and re-assembly of my strengths and capabilities that resulted in a "Self Reinvention". That's how the "APHRODITE REINVENTED" Concept was created; I re-discovered myself and so, I discovered my creative side.

ZT: The patterns and design in your collections have an air of strength and optimism. Would you like to tell us what the criteria for choosing your materials are?

CC: Criteria are aesthetics, quality and "measure". Materials must materialize the idea in a way that promotes proper Aesthetics, Harmony and Balance.

ZT: Which message you intend to transmit to your audience through your collections and creations?

CC: The Message of Self-Esteem, Renewal, Power, Action, and Optimism.

ZT: "Re-invent yourself". What does this motto mean to you? Does it express you or was it a random choice?

CC: This motto has come out of my personal experiences, expresses me totally and is a message – urge, dedicated to all "Women of the World".

ZT: How do you feel when you accidentally meet women who carry your creations?

CC: I feel great, especially because these creations promote a "State of Mind" and not just a "material life style" - this has been overreached by now.

ZT: The materials you use are of high standard and superior quality. In times of financial crisis, isn't it "bold" using expensive raw materials?

CC: When you want to "pass" a Message of quality, you have to do it with quality means. It is respect for yourself, your creation and the person who will honor you by choosing it. The rest are just "practical issues" that you need to find the way to overcome.

ZT: I think you are an optimistic and dynamic person. Are you optimistic about the difficult times we are going through?

CC: Yes, I am. Real Change, Renewal and Restart can only occur after a wrong situation collapses, after a crisis.

It applies to both collective and personal level. What we all have to do is stand up during this crisis. We can make it, if we re-evaluate our strengths and move on with quality choices.

ZT: Which are the next professional steps of your company in Greece and abroad?

CC: Develop our new collections, enrich our existing collections and promote our collaborations in Greece and abroad in order to pass our Message to as many women as possible.

ZT: Would you give us some updates on THE BRITELINE INTERNATIONAL ORGANIZATION Initiative, the social dimension of your brand?

CC: It is, as you said, the social dimension of the brand, created with the intention to offer as much as possible to people and organizations in need of moral and material support in the difficult times we are going through.

From the very beginning of creating this Concept, we have tried to support, as much as we can, other organizations supporting and promoting the Empowerment of Women in Greece and abroad. A portion from the sales of our collections is allocated for these purposes.

Also, through events such as "FASHION FOR LIFE", which was recently successfully held downtown Athens at the initiative of a group of Alumni of The American College of Greece Pierce-Deree, in collaboration with the Palliative Care Unit "Jenny Karezi" of the Medical School of the University of Athens.

This wonderful initiative continues despite the difficulties of our times and we have been organizing new events this coming September in support of the very important project of the Unit.

We believe that the core of any creative activity lays in giving back to society and the world!

Concept messages are illustrated in the following themes

"YOUR COMPASS", "AIRBORNE", "REINVENT YOURSELF", YOU AND THE CIRCLE OF LIFE" and "ALIVE".

"THE BRITELINE" products are available via our e-shop at www.thebriteline.com.

We are very thankful to THE BLENDER GALLERY, Ms. Efi Palli and Ms. Leoni Gavrias for their hospitality.

www.theblendergallery.com

Photos: www.dflouris.gr