

Christina Charokopou:

“REINVENT YOURSELF : Look inside and re-discover yourself”

An interview to Zeta Tzioti

- Ms Charokopou, please tell us about your Brand. When and how did it start?

It started a few years ago during a period I was often travelling back and forth to the United States of America. I felt the urge to come in contact with my true self, my true temperament, deepest desires and motives. It was the need to express myself creatively and have a positive impact on my environment, the society and the world.

- What was your inspiration for creating the Concept APHRODITE REINVENTED?

A warm Summer night in the beautiful country of the American South. I felt ready to leave behind everything that did not serve my true purpose and meaning in life anymore. I felt that I should gather back my own potential, talents and capabilities, discover the forces behind my true desires and dreams and move on with creating something of true value. I felt a strong need to re-invent my self!

This is how the Concept APHRODITE REINVENTED was created. In fact, it is a personal redefinition and the central Message of the concept REINVENT YOURSELF is a powerful Message, “Dedicated to The Women of The World”.

APHRODITE REINVENTED is “The Eternal Woman Spirit, Beauty and Power Heading Bravely to The Future”. Everything starts with Aphrodite, the eternal woman and ends up to Aphrodite Reinvented - more beautiful and strong inside and eventually out!

- Should I suppose that this is the way you “see” your gender and how it “stands” in society, in the world in the Life itself?

Thank you very much for this question! It is absolutely so! I believe that the “image” of Women as it is promoted today is not that positive and empowering. I am not talking about specific instances but for the “image” certain people and groups want to push to the public today, driven by financial or political motives.

I believe that the above mentioned “image”, the way it is promoted, especially through fashion from the ones who have the power to impose it to the public, does not flatter Women at all, on the contrary it is weakening and degrading. This is why I felt the need to REDEFINE this image the way we, women worth it!

- **Which words would you use, if I asked you to define your Collections?**

- I could use words, phrases, paragraphs or I could write...a book. This is because, apart from the quality that I consider a must, these collections are carrying a significant symbolism, promoting the principles and values of Beauty, Harmony and Female Power. My goal is to be original, to inspire and empower women so they can feel confident, get rid of the “excess” and become the best possible version of themselves, being at the same time truly feminine.

- **Which are the activities of the non profit Organization THE BRITELINE International Organization?**

I call it the “Social Dimension” of the brand, which has been created in order to further promote The Message REINVENT YOURSELF, working for the empowerment of women, the promotion of culture and social solidarity through collective actions with other organizations and offering part of the proceeds from the meaningful fashion items sales of the brand for the above mentioned Causes.

The Message of THE BRITELINE - Art Fashion with A Message absolutely coincides and becomes ACTION through THE BRITELINE International Organization. I am thrilled indeed because my love for Voluntarism and the need of giving back to society coincides with my creative endeavor and because I believe that this way my creative process is really “complete”.

- **Which is the phrase you often use and gives you Courage and Strength?**

Reinvent Yourself - Look inside and rediscover yourself!

- **Thank you for this discussion!**

I thank you for the opportunity to speak about the core meaning of this Concept and for its artistic and social aspects that I love so much!