

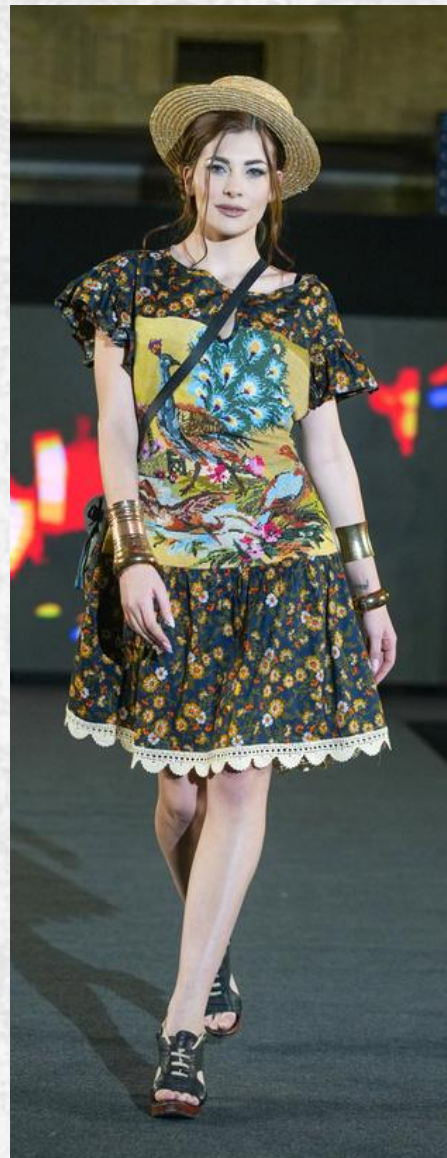
Best Practices in Sustainable and Circular Fashion: Bulgarian Company Case Studies

Silvia Kabaivanova, Chairman of Bulgarian Fashion Association

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IGNIS *Dresses with tapestry*

No two pieces are the same – every design is one of a kind. Ignis Atelier combines tradition, art, and contemporary design, creating wearable art.



The collection was presented at Ruse Fashion Week 2026

Sustainability

- Local production
- Upcycling

- Timeless design
- Product longevity
- Slow fashion philosophy

Axel Hardy

Axel Hardy is founded on the principle that clothes ought to be distinctive, expressive, and comfortable, while being fundamentally anchored in natural materials and artisanal techniques.

Sustainability:

- Timeless design
- Product longevity
- Low-waste manufacturing
- Local production
- Small-batch manufacturing
- Organic natural fibers
- Low-impact dyes and chemicals
- Artisanal products
- Made-to-order



The selection of materials is a definitive manifestation of this concept. For summer collections, the brand used linen, cotton, natural silk, and natural viscose, frequently in conjunction with knits. It employs cotton, virgin wool, cashmere, alpaca, and natural viscose for winter.



In the early stages of her work, Hardy created her own yarns using organic cotton, linen, silk, and soy, emphasizing natural fibers that possess a pleasing texture and minimal environmental impact.



This persistent inclination towards natural and biodegradable materials diminishes dependence on fossil-based synthetics and corresponds with responsible material selection.

Ivan Donev

From the golden hands of our grandmothers and mothers



Ivan Donev is from the town of Rakovski, but his passion for fashion design took him to Italy at the age of 18. In Rome, he completed a master's degree at the International Academy of Haute Couture and Costume Art KOEFIA.

His models reach the world's fashion catwalks, and stars parade with them on the most prestigious red carpets of the Oscars, BAFTAs, Venice Film Fest and Sir Elton John's Night of Stars. His mentors were designers such as Paco Rabanne, Valentino and Fausto Sarli.

Today Ivan is creating the largest Bulgarian dress "From the golden hands of our grandmothers and mothers" a project dedicated to the work of the Bulgarian woman. The dress will be the size of a cloak, made of crocheted squares donated by people from every corner of Bulgaria.

BULAMMAS MTM Fashion

BULAMMAS specializes in the production of high-quality made-to-measure shirts, suits, braces, ties, bow ties, and pocket squares. They use premium fabrics, linings, buttons, and trimmings. Every garment is individually cut and crafted by highly experienced MTM tailors.

Designer of the company is Guy David Lambrechts - a Belgium-based designer with over 40 years experience in the fashion industry. He is the personal designer of the current Prime Minister of Belgium.



Sustainability:

- Made-to-order products
- Personalization
- Low-waste manufacturing
- Local production
- Digital product development (reducing samples)
- Small-batch manufacturing
- Slow fashion philosophy
- Timeless design
- Product longevity
- Fair wages
- Safe working conditions

Banderol

Atelier Banderol carries the spirit of haute couture – signature silhouettes, precise construction, and a striking presence worthy of the red carpet. Each look is created not just to dress, but to express character. Strong lines and confident design are combined with vivid accents that capture attention and emphasize a sense of prestige and exclusivity.



Sustainability:

- Small-batch manufacturing
- Slow fashion philosophy
- Timeless design
- Product longevity
- Zero-waste or low-waste manufacturing
- Local production
- Made-to-order production
- Fair wages
- Safe working conditions

BYLLU

Liliana Petrova Lulu is a renowned Bulgarian artist, known for her exceptional talent in both painting and design. With a diverse educational background and a passion for self-expression, Lulu has established herself as a prominent figure in the art world. After graduating from the National Art High School with a specialization in "Painting," Lulu continued her studies at the prestigious National Academy of Theater and Film Arts, focusing on "Fashion". This unique combination of artistic disciplines has shaped her distinctive approach to creativity.



Her works encompass a wide range of subjects and themes, showcasing her versatility and depth of artistic expression. From murals and graphics to illustrations, posters, and even interior design, Lulu's creative prowess knows no bounds.



In addition to her accomplishments in the fine arts, Lulu has also made a name for herself as a talented costume designer. Her expertise in this field has led her to collaborate on various television reality shows, where her unique and imaginative designs enhance the visual storytelling.



Sustainability:

- Made-to-order production
- Small-batch manufacturing
- Slow fashion philosophy
- Timeless design
- Product longevity
- Organic natural fibers
- Low-impact dyes

About BFA

Bulgarian Fashion Association is a cluster organization which aims to support the fashion industry in Bulgaria and to integrate it in the European value chain through cluster partnerships with other European organizations in the field of fashion and sustainability, innovations, R&D.

Bulgarian Fashion Association is a member of [European Fashion Alliance](#) - a membership based alliance founded in 2022 in which international fashion and textile organisations share experience and drive change in the fashion sector.



Sustainable Fashion Awards at Ruse Fashion Week

www.bgfa.eu

www.rusefashionweek.com

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 **50.000€**



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Are you a textile company looking to lead the shift toward a smarter, greener future? **FutureProofTextiles** project is officially launching its 1st Open Call!

We are looking for **20 innovative SMEs** (for Digital Innovation for Green Initiatives) to receive:

-  **€50,000 direct grant** (lump sum) to implement your innovation project.
-  **40 hours of specialized training** in circular economy and Industry 4.0.

 **Personalized mentoring** to refine your business model and market entry.

Key Requirements:

- Operating in the textile value chain (or tech/machinery supporting it).
- Innovation project at **TRL 5 or higher**.
- Commitment to **€10,000 in co-financing**.
- Established in an SMP-participating country.

 **Deadline:** September 18, 2026, at 23:59 CET.



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Thank You

