

A Tapestry of Colours and Textures Promoting Greek Magic Worldwide

OLIA Scarves, founded by Olympia Theofanopoulou, combines Greek heritage with modern design, sourcing silk from Soufli. Meticulously crafted, each piece reflects Greece's essence, aiming for global recognition.

BY AISHA LONDON
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In the bustling heart of Athens lies a brand that seamlessly blends the essence of art, tradition, and luxury into exquisite wearable pieces. OLIA Scarves, founded by Olympia Theofanopoulou, stands as a testament to the rich tapestry of Greek culture and heritage, woven intricately into each silk scarf and pareo. As we delve into the story behind OLIA Scarves, we uncover a journey marked by passion, innovation, and a deep-rooted commitment to craftsmanship.

At the core of OLIA Scarves lies the vision to transform art into wearable masterpieces. Inspired by her love for photography and a chance encounter with locally produced

silk in Northern Greece, Olympia embarked on a quest to marry her artistic pursuits with the timeless allure of silk fabric. What began as a spark of inspiration during a visit to the historic town of Soufli

evolved into a flourishing venture that celebrates Greece's artistic legacy while embracing modern design aesthetics.

Olympia's background in Archaeological Conservation and Museum Studies, acquired at London's prestigious Institute of Archaeology, served as the foundation for her venture into the world of luxury fashion. With a keen eye for detail honed through years of studying and preserving artworks from around the globe, she brings a unique perspective to the design process at OLIA Scarves. Each piece is meticulously crafted to capture the spontaneity and

authenticity of her art photographs, ensuring that every scarf or pareo tells a story of its own.

Sourcing the purest silk from Soufli, a town steeped in silk-producing traditions dating back to Byzantine times, OLIA Scarves pays homage to Greece's rich heritage. The synergy between locally sourced silk and contemporary artistry not only elevates the quality of the products but also fosters sustainable practices within the European silk industry. By promoting two of Soufli's finest silk qualities, Crepe de Chine and Crepe Satin, OLIA Scarves stands as a beacon of ethical fashion, championing the revival of traditional craftsmanship.

As OLIA Scarves sets its sights on the global stage, aspirations of collaboration and innovation loom large on the horizon. With a successful debut at the Pure London & JATC Event, the brand garnered international acclaim, paving the way for future collaborations with artists and companies worldwide. Through its kaleidoscopic array of colours and textures, OLIA Scarves aims to transport a piece of Greece's magic to every corner of the globe, encapsulating the essence of its islands, seascapes, and cultural heritage.

Join us as we embark on a journey through the world of OLIA Scarves, where art becomes adornment, tradition meets



ADORNED IN ELEGANCE:: Models showcase OLIA Scarves, each a masterpiece fusing art and tradition. From Greece's rich heritage to modern design, these scarves captivate with every fold.

PHOTOS BY KATERINA CHEILADAKI

innovation, and luxury finds its truest expression in the embrace of Greek silk.

What inspired the creation of OLIA Scarves?

The founder, Olympia Theofanopoulou, was inspired during a visit to Soufli in Northern Greece, where she encountered locally produced silk. Impressed by its quality, she envisioned combining her art photographs with this luxurious material.

How did Olympia Theofanopoulou's background influence the founding of OLIA Scarves?

Olympia studied Archaeological Conservation and Museum Studies in London, which provided her with opportunities to visit art galleries and museums worldwide. Her studies and profession in conservation, coupled with her passion for photography, influenced her attention to detail and the unique design of OLIA Scarves.

Where does OLIA Scarves source its silk from, and what is its significance?

OLIA Scarves sources its silk from Soufli, a small town in Northeastern Greece known for its historical significance in silk production. Soufli's climate and silk-producing traditions contrib-

ute to the superior quality of the silk, which is attributed to the silkworms feeding on sykomore tree leaves.

What is the process involved in creating a silk scarf or pareo at OLIA Scarves?

The process involves several stages, including photograph selection, processing, colour testing, digital printing, fixing, drying, cutting, and finishing. Attention to detail ensures that each item combines the artistic elements of the photographs with the unique qualities of Greek silk.

What are OLIA Scarves' future aspirations and collaboration plans?

OLIA Scarves aims to showcase Greece's cultural heritage and natural beauty through its products, with aspirations to expand globally and collaborate with artists and companies worldwide. Their scarves feature details and fragments of the Greek landscape, capturing small miracles often overlooked.

Can you describe OLIA Scarves' experience at the Pure London & JATC Event?

The Pure London & JATC Event provided OLIA Scarves with their first exposure to the

international market, offering invaluable insights and attracting visitors from various countries. The experience was enhanced by the publication of an article in the UK Entrepreneur Prime Magazine.

How does OLIA Scarves maintain its focus on quality and authenticity?

OLIA Scarves ensures that its photographs convey spontaneity and authenticity, avoiding stylization. Attention to detail extends beyond technique to combine artistic elements with the unique qualities of Greek silk, resulting in luxury items that bestow beauty and elegance.

What role does photography play in the creation of OLIA Scarves?

Photography is a fundamental aspect of OLIA Scarves, with founder Olympia Theofanopoulou's passion for art photography driving the brand's creation. The photographs, mainly drawn from Greece's rich history and natural treasures, are transformed into wearable luxury items, adding an intangible, ethereal essence to the scarves.



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