

“Ia from Ponoarele -The story of Romanian blouse”

Good Practice – Immaterial Heritage

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Inspired by the two grandmothers that always expressed their regret regarding the beautiful habit of sewing the traditional blouse will disappear once they are dead, Iulia started to think more and more often on how she could transform their regret into pride.



This is how her business begun. With a needle,
50 m of fabrics and hundreds of grams of
unconsciousness!



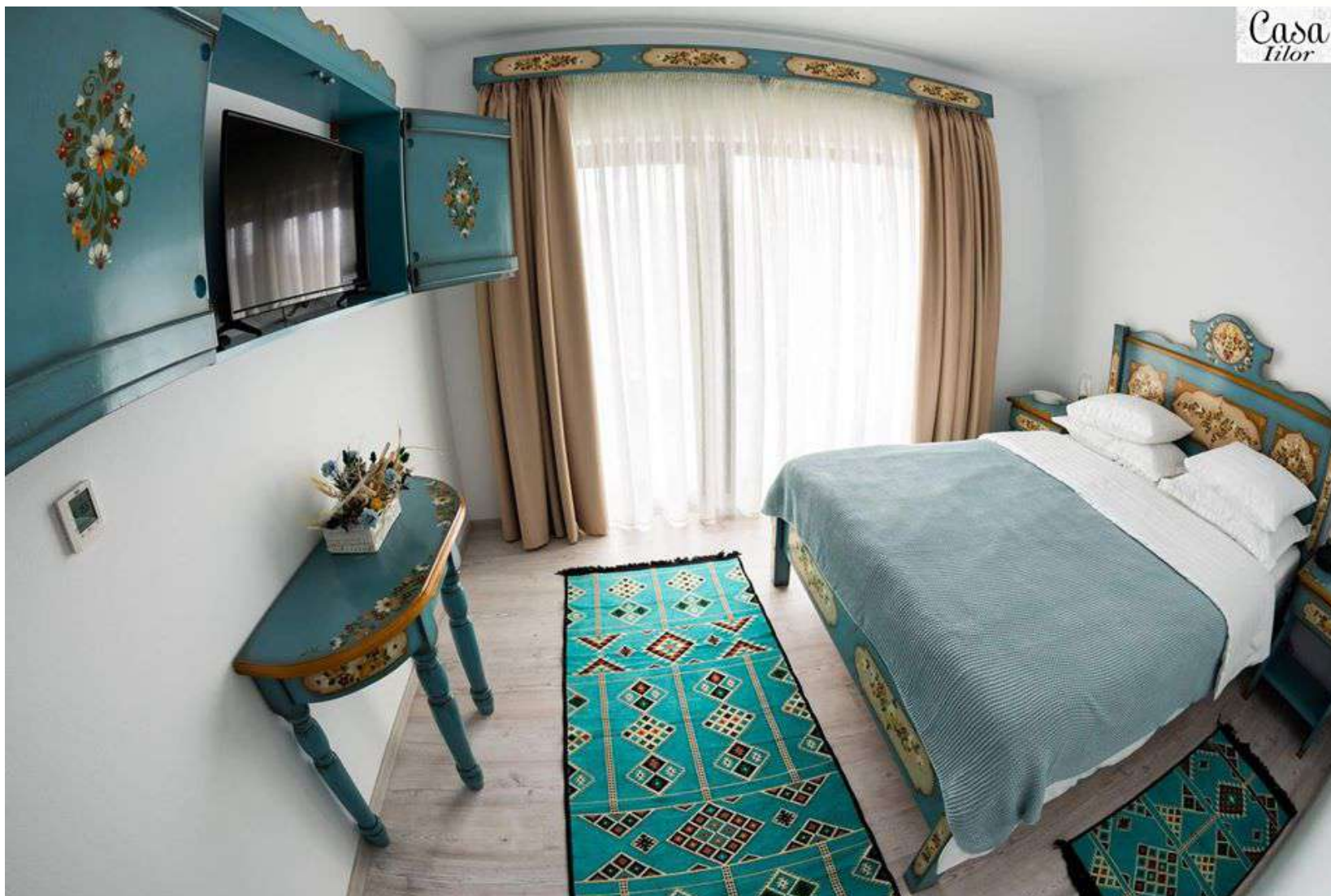
"The inspiration for the patterns of the "ii" comes from the dowry coffer, from the popular port of Mehedinti, from the beauty of the place, from the genuine feelings of the plain humans in the country. The flowers of the field, the murmur of water, the wind rave, the love, the sorrow and grief, all are found in the traditional costume from Ponoarele "says Iulia.



After years, the Romanian blouse becomes known worldwide and the curiosity about how it's made and where increased. Wishing that those who come back to their native lands to rest their steps and thoughts, to feel the spirit and tradition of the places, the Ia House is born.







Today, Iulia is collaborating with more than 200 women in the rural areas of Mehedinti county who continue sewing, as her grandmothers dreamt about and, in the same time, making the *traditional romanian le* to be worn around the world in 2020!



***Thank you for
your attention!***