



GIRLPOWER

On a rainy day, closing the entrance door with a glance at the scaffolding over my head, I saw a woman among the workers, dressed as a worker. I felt an expression of surprise come over my face looking at her. Till entering my office, I was thinking about this feeling: why I was surprised? I shouldn't be surprised by the fact that a woman is an ironmaker or a roofer! Then why?

It's because **THERE ARE SO FEW OF THEM!**



Women are still a minority in some professional areas but if you ask them about it, invariably they answer I feel I have found the right career. Women need to keep this daring vision with a self-reliant attitude. No one has the right to step on others. Be it a minority or a majority. So to get the attention they deserve minorities have to act positively and creatively, combining freedom and responsibility. It is at this precise moment, with all the ingredients previously set-forth, that minorities get **POWER!**

From left to right:

- Susi: Pure Waste Textiles, Zip Hoodie, 49€
- Pure Waste Textiles Caspian - Skeleton T-shirt, 29€
- Eveliina: Pure Waste Textiles, Zip Hoodie, 49€
- Pure Waste Textiles Pure Waste Sweatpants, 39€
- Lara: Nü Denmark, Leather Top, 69,95€
- Nü Denmark, Pleat skirt / 5430-20, 99,95€
- Sisi: Your Face, Red Top, 49,95€
- Mac Jeans, Dream Skinny Volant, 99,95€
- Maria: Nü Denmark, Bomber jacket, 119,95€



©Photo: Alte Tanner

Sisi: Nü Denmark, embroidered tulle shirt, 69€
Your Face, Red Jacket, 139,95€
Your Face, Red pants, 99,95€



The current working-women generation is claiming "we can have it all": freedom, motherhood and professional success. Have you even asked the millennials about their ambitions? Do they want to push to the breaking point of the fragile balance between family milestones and career progression?

Eveliina: Pure Waste Textiles, Hoodie, 49€



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Surprisingly teenage girls feel themselves as a minority, when united together they could be so powerful!

Maria: Your Face, Floral Shirt, 69€
 Sisi: Nü Denmark, Coat, 159€
 Mac Jeans, yellow color, 99,95€
 Your Face, Red pants, 99,95€
 Lara: Nü Denmark, top leopard pattern, 59€
 Nü Denmark, Trousers with stripes, 99,95€

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Eveliina: Pure Waste Textiles, Hoodie, 49€
 Maria: Pure Waste Textiles, Waffle knit, 49€
 Pure Waste Textiles, sweatpants, 39€
 Suvi: Pure Waste Textiles, Zip Hoodie, 49€
 Pure Waste Textiles, Skeleton Tshirt, 29€
 Pure Waste Textiles, sweatpants, 39€



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In reality, determined feminism is a whole generation of women sacrificing themselves to a cause that will remain a fiction if the millennials do not know how to use this opportunity. On my journey with teenagers, I noticed that they are not ready to make the same sacrifices and choices. However, they will benefit from a more equal and flexible society.
Gender equality, job equality.



©Photo: Althea Tanner



Left
Lara: Nü Denmark, top leopard pattern, 59€
Right
Lara: Nü Denmark, Dress, 179€



©Photo: Althea Tanner



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- Maria: Nü Denmark, Bomber jacket, 119.95€

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Empowering young girls to fulfill their potential as woman, by finding their true personality is a big part of my own dreams. I say:

**GIRL
POWER!**

As a woman, worker and citizen, I write:

**GIRL
POWER!**

Blending freedom, responsibility and creativity with a twist of craziness, girls can reach for the stars!

**GIRL
POWER!**



Watch the #GirlPower video

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