

AN INTERVIEW

**"Here to stay. Here to  
change the way of fashion."**

**AMELLE & SOFIE**


*Founders Studio vingt-deux 22*

**#She  
DIDIT**

# Never a failure, always a lesson.

Fashion for Amelle & Sofie is part of their identity. In August '21 they made it their business by launching their own fashion label, Studio vingt-deux 22. People see it as a matter of *'just'* launching a clothing line, but **their process wasn't peachy and creams**. They endured a lot, from getting in touch with the wrong people to stalking and harassment on social media. Everything is expensive and manufacturers benefit from this. Working with influencers also turned out to be disappointing, everything revolves around money. That was quite a blow as starting womenpreneurs, who had a dream. But they didn't give up.

Luckily, there is always light at the end of the tunnel. They eventually launched their completely unisex tracksuit collection which consists of luxury streetwear. Everything is Belgium-based and made of organic cotton. Their objective is first and foremost to break the taboo that tracksuits are seen as lazy or unkempt. **A tracksuit is fashion and can be fashionable!** By creating their own label they wanted to provide good quality tracksuits and made them in a sustainable way.



*“We’ve experienced jealousy from other women, while our mindset is to support them. It challenged us to do something about it, to be there for other women. Once we unite, our strength will be unbelievable.”*

— AMELLE & SOFIE

**#She**  
DIDIT

# Fashion with a purpose.

Their goal is going against the tide of countries that engage in child labor or poor working conditions. To underline this goal, they're affiliated with the Fair Wear foundation, because fashion is not just about looks. The foundation makes socially responsible manufacturing possible. And their packaging is ecological. What's not to like about this brand?

It's not only about sustainable clothing, beautiful clothing, or fashion, but they also try to send a message into the world. **Inclusion should be a main priority for brands.** No matter your race, gender, or color, everyone should fit in this society and clothes. A visualization that can be seen in their pictures. One dream, one team of self-made successful women.

They also enhance how important womenpreneurship is to them. Women still see each other too much as competition, and support and encourage one another too little. They still have to deal with a lot of envious women. That must change, women must help and be there for each other! **Because women are such a strong race and together, we can achieve so much more in this world.**