

	<p style="text-align: center;"><b>LIZA PANAIT</b></p> <p style="text-align: center;"><b>CASA VILI FASHION SRL</b></p>
<b>Sector/Domeniu</b>	<p style="text-align: center;"><i>FASHION / FASHION DESIGNER</i></p>
<b>Region/Regiune</b>	<p style="text-align: center;"><i>BUCHAREST</i></p>
<b>Nomination as an Ambassador/ Nominalizarea ca ambasador</b>	<p><i>My fashion career had begun long before 1989. The countless awards that I have received for my creativity at the fashion shows organized by UCECOM ,then the success of the products created by me and sold through the “Plastic Fond” as well as the certainty given by mastering this profession , had determined me to start my own business in this domain , immediately after 1990.</i></p>
<b>About the company/ Despre afacere</b>	<p><i>The company I am running does not have many employees ,but they are all very well trained and highly motivated.My creations are mostly uniques or very small series, therefore each product requires a lot of work as well as a good knowledge of the fabrics and finishes.</i></p>
<b>Raising awareness/ Implicare- Conștientizare</b>	<p><i>The slogan I put forward for my clients and collaborators has always been “ Be the same, always different”. I have always been interested in my fellow citizen as well. I have tried to help students ,children ,the elderly through various activities. For most of my fashion shows and presentations I have brought students or disadvantaged children and young people ( from institutionalized homes) and had their work exposed for encouragement and sale for their benefits.</i></p>
<b>Further information/ Informații suplimentare</b>	<p><i>I would like to stimulate women to have the courage to reinvent themselves and assume a “locomotive” role in business they can certainly develop and at the companies they could lead. Be sure that through desire, tenacity and organized work they can prove that the “We are living in a men’s world” stereotype is outdated at the least.</i></p>