

REUSABLE BAG FASHION SHOW

Serbia has a serious problem with plastic bag waste, so A-SMYLE alumnae Marija Micic (2008) and Tijana Isoski (2008) decided to take a fun approach to encouraging people to use reusable bags instead of the plastic ones that are ubiquitous here. They organized a fashion show in Vladimirci at the Sugar Head EcoFest to demonstrate that reusable bags are fashionable and fun, and that “Plastic bags are so 2000 and late.”

The event began with a workshop on what problems plastic bags pose all over the world and what Serbia is doing about it at home. The workshops were led with the help of Mr. Branislav Galesev, head of the Department for Handling Hazardous and Other Waste, and Mrs. Zorica, Assistant Director of Victoria Consulting. Immediately afterwards, six volunteers modeled the bags to a full house. After the show, the audience expressed a lot of interest in using the bags and they were impressed at how stylish they can be.

This event was funded by an alumni small grant from American Councils and covered by TV Sabac and Radio Vladimirci. Marija and Tijana hope to organize a similar project next year with Sugar Head Fest.



The organizers