

# KAROLINA ŽALAITĚ

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## BA (H) FASHION COMMUNICATION & PROMOTION

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Based in Eastern Europe is a young woman with vision and ambition for innovative aesthetic. After I graduated from secondary education, I decided to search for newness outside my city and country. That's when I began my Fashion Communication and Promotion degree at Nottingham Trent University. Don't be fooled by the word "fashion". I am not only about trendy outfits and catwalks, although it fills my vision bank. Solving societal and environmental problems is what I am about. It's what my degree taught me to be. For my final year self-devised project, I chose to research behavioural psychology and the climate emergency. This led me to create MARKÉ with a mission to introduce sustainable household behaviour and bridge niche green businesses with potential consumers. And that is hard-layered proof that fashion courses are not dull and for "pretty people only".



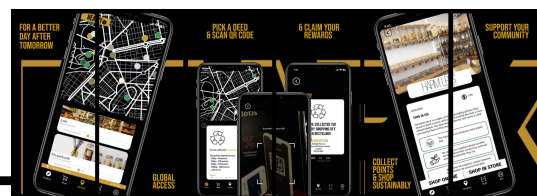
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### CONTACT

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