

27 inspiring WOMEN ENTREPRENEURS and their stories for BUSINESS SUCCESS



CRISTINA CHIRIAC'S story:

Cristina Chiriac is a doctor in economy with a lot of experience in management, gathered over 15 years of activity, in both the private and administrative field. The „Flori de Ie” collection contains, at the moment, over 150 old folk costumes, 20 of which are centennial costumes. There are models that can be made in 3-4 weeks while others take 8 weeks to create.

She recommends:

“The only way to have a sustainable economy is to base it on entrepreneurs. Because of this Romania needs fair and strong entrepreneurs that can create jobs and contribute to the national budget.”

Challenges:

In 2014 she gave up her position as director and joined the business world, building the „Flori de Ie” brand, a social responsibility project. Her dream project started from a simple, to wear a traditional Romanian blouse, handcrafted like in the old times.

Even though the company is a small one, „Flori de Ie” is one of the most important brands in the field. Cristina is confident that her calling, even though it was discovered later in her life, is to promote the best that Romania has to offer.