

women

Cmarchuska Stylish ECO Fashion made in the us



www.CMARCHUSKA.com (<http://www.CMARCHUSKA.COM>)

CMARCHUSKA | New York (NY) | USA
« Hip Green Fashion Label Made in the US »

Christine Marchuska summarizes her label's mission to provide some stylish yet affordable eco-friendly fashion for girls like herself. Women that want it all: versatile green yet stylish dresses that are reasonably priced.

Christine's story is truly inspiring – not only because of her green and down to earth approach to fashion but also because of the story behind.

After being laid-off from a well-paid finance job on Wall Street in May 2008 Christine had to decide what's next for her and how to deal with such shell-shock experience. Facing the tough job market she decided to make her passion for eco fashion her business. Why this change from finance to fashion? She had previously identified a niche for affordable and stylish clothes for eco-conscious women like herself.

Thinking about it now Christine says that she loved her finance job but – as with many entrepreneurs – she kind of always felt the desire deep inside her to someday become an entrepreneur.

Few months after being laid-off she and her brother Justin launched the label MARCHUSKA with their first design, the « m tees » – versatile unisex t-shirts from organic cotton. But due to her desire to design dresses Christine established her women's clothing line CMARCHUSKA in September 2008, which officially launched in November 2008. So within six month she literally turned her life around!

We really like CMARCHUSKA's casual yet sexy dresses, which Christine names after family members and friends whose personal style inspired her for the respective models.

CMARCHUSKA already made quite some fans and they will for sure make more! It is even said that eco-conscious trendsetter Brad Pitt himself has already been spotted and photographed various times wearing her ultra-soft unisex HUNTER scarf. If that's no success to have « A celebrities » wear your designs in year one of your history as an emerging fashion brand.

But go and see for yourself.

Enjoy!

NB: If you want to get that glimpse behind the scenes and find out more about Christine's story please visit our « success stories » section where we have summarized our interview with her.

[Christine's story](http://www.knowwhatandwhere.com/success-stories/true-start-ups) (<http://www.knowwhatandwhere.com/success-stories/true-start-ups>)

HOT FASHION LABEL FROM BERLIN FOR MODERN VERSATILE WOMEN

