

Maria Vytinidou

Chemist B.Sc., MBA, Fashion Designer, Entrepreneur

Maria Vytinidou, Chemist-Fashion Designer-Entrepreneur, distinguished by VOGUE ITALIA for her entrepreneurship, started her career as a sales & marketing executive at a multinational company and continued as a Fashion Designer by creating Innovative Wearable Technology and Ready-to-wear Luxury Collections with the label 'Maria Vytinidou Luxury Design Brand'. She is also head designer at 'Madflax' sustainable fashion brand.

After graduating Central St Martin's College of Arts & Design and London College of Fashion, she founded AthensFashionclub, a leading school in Fashion & Business, and the 1st Athens Fashion Business Incubator 'The Fashion Gate'. The most recent venture is the 'The Sustainable Floor', the 1st hybrid Online store and Co-Working space in Fashion, located in the center of Athens.

In 2013 she established her company as one of the best 20 High Fashion Technology companies in the world at the global Contest Startupbootcamp High Tech XL in Eindhoven of Holland, while 2 years later in 2015 the 'Premiere Vision Paris' announced her as one of the most Innovative Fashion Designers in Wearable Technology.

She is the Ambassador in Greece for the Worth European Project and the organizer of the 1st Startup Weekend Fashion Athens in collaboration with the global accelerator Techstars.

For three years she has been a judge member for the 'Best New Designers Awards' at AXDW.

In 2020, Maria Vytinidou as an alumni of Orange Grove acceleration programme, created the 'Co-Incubation' programme in collaboration with the Dutch Embassy in Athens focusing on Sustainable fashion and offering to the participants the potential to cultivate an entrepreneurial mindset in order to build a successful fashion brand.

Since 2019, AthensFashionClub is supported and sponsored by the Portuguese Embassy in Athens so that the graduates of the fashion school can present their collections at the international trade fair Modtissimo in Portugal. She is also an international Trainer for young Entrepreneurs at the Modtissimo trade fair, teaching Fashion Business.

The Ministry of Digital Transformation has invited her twice at Thessaloniki International Fair to present her innovative garments of Wearable Technology

She has given plenty of talks, presentations and pitches for Fashion & Business in events such as Mad Awards, AXDW, Panorama Epixeirimatikotitas, Digital Fashion forum, Athens Science Festival, Innovathens, , Fashioning the Law, Fashion Startup Weekend and also has presented her collections many times at AXDW, TV Channels, published press, magazines and newspapers.

Her showroom is in a industrial loft, located downtown in Athens.