

4th birthday

dresowka.pl



Photo - sewing

COMPETITION

Dresowka's 4th birthday

On 27th November
the store dresowka.pl
is celebrating 4th birthday

This is the best date to establish

The world's Sewing Day

Let's finish with discrimination!
Everone can celebrate its own day why not we?!
Let 27th November be our day!
The day of all sewing people, those experience
and professionals sewist and seamstress
and all sewing mums.

It is not important what qualities you have
and how long you have been sewing,
whether you know the mysteries
of the occupation or not, whether
you are experienced or novice.
The most important is love for creating,
for sewing because this is something we have in common.

Let's celebrate this day with a competition the world hasn't seen before.

27 **Niedziela**
Sunday Sonntag
Dimanche Воскресенье

Waleriana, Wirgiliusza



	VII	Świecień	VIII	Wrzesień	IX	Październik	X	Listopad	XI	Grudzień	XII
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		Wt 2 9 16 23 30	Wt 6 13 20 27	Wt 4 11 18 25	Wt 1 8 15 22 29	Wt 3 10 17 24 31	Wt 7 14 21 28	Wt 5 12 19 26	Wt 2 9 16 23 30	Wt 6 13 20 27	Wt 3 10 17 24
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		Pt 5 12 19 26	Pt 2 9 16 23 30	Pt 7 14 21 28	Pt 4 11 18 25	Pt 6 13 20 27	Pt 1 8 15 22 29	Pt 9 16 23 30	Pt 6 13 20 27	Pt 3 10 17 24	Pt 1 8 15 22 29

Dresowka's 4th birthday

Photo – Sewing Competition

starts on 27th November | finishes on 09th of December

PRIZES

12x
20x



20 x "Mamo uszyj mi" books
12 x Deluxe bags

3x



Coverlock
Janome 2000 CPX

5x



5 x sewing sets
PRYM i Conitex

COMPETITION RULES:

DESIGN AND CREATE SOMETHING UNIQUE

TAKE AN ORIGINAL PHOTO

SHARE IT AS A COMMENT TO THE COMPETITION POST ON FACEBOOK

Competition is organised in three categories:

I - clothes inspired by characters from fairytales, movies, books, or games

II - everyday outfit - free composition

III - home decor projects - (toys, blankets, pillows, etc.)

DETAILS WILL BE AVAILABLE ON 27th NOVEMBER ON OUR FANPAGE

Sponsors



Partners



Anna
Makymiuł-Szymańska

Dresowka's 4th birthday



My name is Mateusz and a few years ago I desired to change my professional life. Having wide experience in production management and human resources I decided to sell knits ... welll, just for change :) But let's start from the beginning...

Our store was created as a pure coincidence :) Everything started in spring 2012 when Crea – the advertising agency (ran by Beata Napiontek, current President of our company) received an order to prepare a blouse inspired by Assassin's Creed 3 game hero. Without experience in sewing we decided to undertake this challenge! I had to convince "the boss" a bit for it but in the end she agreed:) The task involved creativity and maverick thinking ... a nice change from designing banners, business cards, leaflets and logos.

When we finally had managed to get acceptance of the project and finding subcontractors, what was in our opinions the most difficult issues for us back then, we started to look for fabrics to sew prototypes.

And then our real troubles started... :) When we checked Allegro (the biggest Polish online selling platform) about "knit sweatshirt" query appeared as "no items" result. In Polish internet shops (which those days could be counted on the fingers of one hand) we were able to find only woven textiles – knits were limited to jerseys, jacquards and blouse-like acrylic fabrics.

We contacted many knits manufacturers but without any satisfying results: nobody was interested in selling few metres for tests.

Our lack of knowledge was also a bit of disability: term "melange" (in Polish it is "melanż" what also means also hard partying) was for us associated with studying time, as well as term "brushed" which Polish equivalent word "drapana" means to scratch and to tickle :):)

One day after intensive search, we managed to find knits to sew prototypes.

One manufacturer sold us few meters of melange grey knits (for 68,00 PLN per one meter!!!), and in other warehouse in Wroclaw we found cornflower cuttings. Those fabrics, however, were of a very weak quality, stiff and simply unpleasant. The disappointed client finally resigned from this order. And at this point our history could finish and we still would design advertisements...

But we just don't give up so easily...

We showed our visualisations to our family and friends and feedback, mainly among those who were interested in the topic, was so positive that we decided to finish the project ourselves.

In easy way without stress, we managed to find a manufacturer of great quality knitwear, we bought what we need and we sewed the prototypes. After the holidays break our blouses went onto sale and straight away became the sales hit. We couldn't keep up with production. After a few weeks, we set up our first auctions on Allegro platform to sell our knit sweatshirt per meters because we wanted to take advantage of what we had left in the stock. However, the main intention of this action was to check if the need for such products was only our fantasy or there was a gigantic niche on the market.

In a big shortcut here - the niche on the market was even bigger than we had initially expected ;)

We left sewing blouses. I engaged all my energy into the development of a fabric store called Dresowka.pl. Fabric beams needed much more place so we left Wroclaw for my family town Głuchołazy where we could rent a warehouse easier (and cheaper ;)). And here we stayed until this day!

The following years are the story of constant changes, working overtime approx. 500 hours a day, "out of any range" development and of course people who created Dresowka.pl as we know today. Our team rapidly expanded and is the topic for a separate book. Why? Because of Beata's story who left her career and her family city – Wroclaw to co-create our store. This is Przemek's story, our first employer, who at the age of 18 wanted only to earn some extra money for holidays and who is now the Vice-President of our company and crucial person in our working system.



THE HISTORY OF DRESOWKA.PL

This is Basia's story whose bedroom became our first warehouse. This is Arek's story who worked in absolutely every position in our company. This is Karolina's story who works even when she is dreaming;) This is also Dawid's story who has never spoken a word to anybody. This is Paweł's story who came to us from the city of Elbląg (the far North of Poland). And this is Kasia's story who once visited us in Głuchołazy and stayed with us just like that leaving Holland behind:) These are numerous, very interesting and fascinating stories which once we may tell.

For those past four years we managed to achieve and strengthen up our position as the leader of the knitting sweatshirt market, which due to our activity has developed a lot. In this year we have started our own production of knitwear and cooperation with Polish designers as part of "Designers' Programme". Furthermore, as the first Polish internet shop we offered free shipment for all the orders including those for 1 PLN (frankly, shipment conditions have changed for reasons beyond our control, but we would love to come back to this issue one day!).

We take part in charity actions, support the developing sewing society, develop our blog, educate about fabrics, respect intellectual property. Our company has also been nominated to the title "The Employer of the year" the grand celebration will take place on 29th November 2016. If we achieve any award, we will let you know for sure:)

We are planning our further development for upcoming years and we are already looking forward to telling you about specific events for the year 2017! We are doing our best to make your shopping as easy and convenient as they could be! Dear CUSTOMERS, we owe you our success! Without You the story you are reading wouldn't be created. We are very grateful. THANK YOU FOR BEING WITH US!

Few interesting facts about us:

- on 27th November 2012 we sold our first meter of knit and that is why this day we celebrate our birthday
- "Janek" Dresowka's face, our main model, was born exactly two years later, 27th November 2014. It isn't a coincidence for sure:)
- our first internet client is still with us:)
- we are still cooperating with the manufacturer who sold us the first fabrics to make blouses (loop E300 which you like so much)
- before we started our own production process (according to unofficial but reliable data) we were the biggest knitwear customer in Poland.



A DAY IN THE LIFE OF OUR STORE

As a thank you gift for our

4 years existance

we have prepared a surprise for you.

A short film showing our everyday life

– one working day over Your orders;)

Soon on **YOUTUBE**



CONTACT

Our Customer Care department:

- Martyna Zycher: kontakt@dresowka.pl
- Karolina Milej: reklamacje@dresowka.pl
- Iza Moskwa: iza@dresowka.pl (obsługa klienta zagranicznego)
- Klaudia Lubczyńska: klaudia@dresowka.pl (braki w zamówieniach, wymiana, zwroty)
- Radek Cyganek: radek@dresowka.pl (zamówienia hurtowe)
- Katarzyna Obierska: katarzyna@dresowka.pl (dyrektor)

In case of urgent question, outside of our working hours we encourage you to communicate us on the Facebook fanpage:

<https://www.facebook.com/dresowka>

and our contact group:

<https://www.facebook.com/groups/580996865371431/>

you will also find us on the Instagram:

<https://www.instagram.com/pl.dresowka/>