



"TODAY'S YOUNG PEOPLE TOMORROW'S ENTREPRENEURS

2019-1-TR01-KA229-076851_4

Visiting an entrepreneur

In the framework of the Erasmus+ project "Today's young people, tomorrow's entrepreneurs" the Itt G. Malafarina team met Azzurra Di Lorenzo, a successful entrepreneur in the fashion field. The coordinator illustrated the main objective of the project aiming at developing the entrepreneurial attitude and introduced Epale's focus on Lifelong Learning. The visit intended to put in evidence the likely issues deriving from being a southern entrepreneur and Covid's effects on businesses.

Ms Azzurra answered the following questions:

1. How was your love for fashion born and how did the entrepreneurial idea develop?
2. Was it hard to stand out as a woman? And in case it occurred to which extent?
3. Was it arduous to come out as an entrepreneur coming from the South of Italy?
4. How much has Covid affected your business? did you profit of government refund measures? Have you improved your online marketing strategies?



"This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."