

From a multinational company back into the family textile business

Bogdanovics Dóra Beatrix has left her well paid multinational company job and decided to continue the family's textile business. Her mother started knitting pullovers thirty years earlier in the cellar of the family house with a few sewers and a knitting machine. Dóra helped her mother after school, she walking between the sewers, peeking out the secrets of sewing, actually growing into the love of the trade. Today she donates her time to revive the domestic textile industry.

- When was the first time, you held a needle?

- I was sort of 14-15 years old, when I helped out my mother in the plant after school. My whole career started, when my mother took me to the plant and I was walking around between the tailors and sewers. Though, I must admit, I am not the most daedal, I am rather interested in company management.

- Who taught you the wile and finesse of company management?

- My mother was always travelling to get the best raw materials, fabrics for the plant and I accompanied her often. These business trips provided me with a lot of useful experiences. I also try to involve my two sons into the enterprise. I was always interested in economy, so I have studied at an economic university. (nowadays I am completing post-graduate studies at the Metropolitan University, majoring in fashion and luxury brand management) After finishing university, I have been working at several multinational companies, thus getting acquainted with different cultures and broadening my approach.

- You have two kids. How could you juggle motherhood and multinational company management duties?

- It was a 12 hours a day job. I had to hire a babysitter for my children, as I was travelling a lot – it happened that I started the day in Portugal and finished it in Slovakia. There I have learnt, what a real men's job is, you can not do this as a mother for a long time. It was partly the reason, why I came back. As a private entrepreneur I manage my time for myself, I just open the laptop and can work from anywhere. On the other hand, this means, my work is always present with me.

- Have you ever experienced negative discrimination as a woman during your work?

- Nothing negative, moreover it is often the opposite, a woman has an advantage in most cases. Nevertheless, there are still prejudices against women due to having children.

- Why have you left your well paid job and started your own business?

- I think we can revive the sewer profession and this challenge brought me back into the family business. Respectively I want to carry on with the business my mother has started some thirty years ago. I am envisioning a multi-generation family business. I want to contribute to the efforts, that this profession does not vanish, like a lot others in Hungary – I am setting up a plant in Kecskemét, where I offer a possibility to a new generation of sewers. This is a huge challenge as there are always less and less sewers. Fortunately, the profession is taken up by the government, several mentoring and investment enhancing programs are available to Hungarian textile companies.

- What textile products are you manufacturing?

- Mainly working apparel but nowadays - due to the pandemic situation - protective clothing and face masks also came into view.

- As far as we know, you manufacture unique face masks only available at you. What is the difference to other fabric masks?

- Our masks contain natural particles. Due to the Eco-Dri technology the mask retains smells, releasing them only while laundering. It is very long lasting, durable product, as this feature as well as the antiviral and antibacterial protection remain for the whole lifecycle of the product. Our products comply with the prescriptions of Category I. as Personal Protection Device.

- Where does the brand name “doublerose” originate from?

- Our everyday work apparel bears the name “doublerose”, the new protective clothing has the brand name “doublerose and TorTex powered by 37.5 technology”. Rose is my mother’s name; the word “double” refers to our cooperation. We work together till these days, she helps with the planning and modelling of new designs. though in the current pandemic situation she rather stays home as highly endangered due to her age.

- What is the main difference between your business and the other sewer plants?

- While most of the business work as work-lease plants, which means they manufacture clothing products for other companies, we have established an own brand name. We are the first Hungarian brand of fabric protective clothing.

- Can we measure up to the international players?

- Definitely. We will produce work and protective clothing of European quality level in Hungary.

- Why is doublerose and TorTex powered by 37.5 technology protective clothing so unique and special?

- Thanks to the cooperation we have established with the Swedish company HealtTextiles we are able to introduce an own protective clothing brand to the market. We have a strong connection, as they are a family business, too. Their TorTex powered by 37.5 technology fabric is the result of five years of research and development with the cooperation of EIT Health. I would like to mention, that this year they have won the Best Healthcare Uniform Provider title from Global Health & Pharma. The fibre and yarn have been treated with a unique technology blending antibacterial and antiviral features to the clothing, thus providing antibacterial and antiviral protection to the wearer. The active particles in the fabric start action and provide 99,9 pc protection against Staphylococcus bacteria and bird-flu virus – they function as a shield. Another special feature of the fabric is, that it doesn’t imbibe the sweat but vaporises it. The same special technology makes it a smart fabric, which takes care, that the core body heat remains as close to the optimal 37,5 Celsius, as possible. As another peculiarity of the technology it has been tested on Swedish hockey players, who have their sweating reduced to one sixth and performed better.

- How ideal and available is the product for somebody living an average life?

- It is absolutely ideal for everybody even for somebody working at an office. The material is skin friendly, a perfect choice even for sensitive skin, provides high level of comfort and the design is trendy. We are continuously developing the collection with our designers, thus everybody finds the suitable piece.

- Is this the new fashion trend, the clothing, which is not only fashionable, but provides protection?

- Absolutely. Our products are sustainable as main materials are hemp and supima cotton, which implicate quality and luxury. The way the protection is provided is also environmental friendly till the end of the lifecycle as washing doesn't influences the protective ability of the fabric. As the product can be worn for several years -unlike single-use items- I think, this is the future.