

No.3

Opancareva kći Website

Serbia

Belgrade

Belgrade



Categories of cultural heritage

Professional craftspeople	Knowledge transfer	Presentation of crafts	Network for preservation of crafts	Local community building	Crafts within tourism
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Description

Opančareva kći is a renowned fashion brand that seamlessly blends traditional Serbian craftsmanship with contemporary design. Founded by Marina Aleksić, the brand specializes in traditional Serbian attire and opanci (shoes), aiming to preserve cultural heritage. They participate in various cultural festivals and fashion shows, showcasing their timeless pieces that appeal to all generations. Marina's vision is to create garments that are not only stylish but also deeply rooted in tradition, ensuring that every piece tells a story of Serbian heritage. Their designs are celebrated for their vibrant colors and cultural authenticity. Their opanci are handcrafted by skilled artisans using traditional techniques. Each piece reflects a unique blend of history and modern fashion.

<https://www.opancarevakci.com/>

Types of handicrafts

Leatherworking	Embroidering	Dress Making – tailoring, sewing National costume making	Serbian folk shoes (Opanci) Making
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Craft touchpoints - where to find?

Workshop of an artisan (directly from the craftsman) Webshop selling its own, locally produced products Shop selling its own, locally produced products	Social media accounts Events
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What can we learn?

Heritage preservation / valorisation practice	What do they expose with their practice?	<ul style="list-style-type: none"> • Opančareva kći exposes the beauty and significance of Serbian cultural heritage by blending traditional craftsmanship with modern fashion design.
Success factors	Achievements and strengths that make this case inspiring for other attempts in the DR	<ul style="list-style-type: none"> • 4 generation of experience • Timeless pieces • To all generations • One detail at a time – more interesting
Local community involvement	Fundamental values that help to connect the target groups for the social prosperity of the area	<ul style="list-style-type: none"> • Local artisans • Locally sourced natural ingredients
Link to professional network	Reflecting on its strategic position in the region; making the most of networks	<ul style="list-style-type: none"> • Festivals – West Ethnology Fest, Fashion Selection
Communication	The use of social networks to disseminate and promote their mission	<ul style="list-style-type: none"> • Facebook, Instagram, Youtube, Pinterest, X, LinkedIn, Telegram • Blog Opančareva kći – transferred the work of her father into virtual world • Available Contact Center, 12:00-18:00 on weekdays
Sustainability factor	Operations and maintenance that drive the practice forward; opportunities for financial sustainability	<ul style="list-style-type: none"> • Carry on the tradition – production: in step with modern technologies • Worldwide shipping

What makes it a best practice?

PRODUCT MARKETING:

Opančareva Kći is considered a best practice in product marketing due to its focus on customer-centric innovation. This approach involves deeply understanding customer needs and preferences, and then tailoring products to meet those specific demands. By continuously gathering and analyzing customer feedback, Opančareva Kći ensures that products remain relevant and competitive in the market. This strategy not only enhances customer satisfaction but also drives sustainable growth and brand loyalty. Despite the fact that the website is only available in Serbian, it has a large reach on many social media platforms (Facebook 32,000 followers, Instagram 23,000 followers). Opancareva Kci's posts have an average engagement rate of 0.66%, with 131 likes and 7 comments per post. Most of the engagement comes from followers in Serbia (29.79%), Italy (8.51%), and Kenya (8.51%), with Australia and Montenegro also in the top five.

Contact information

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