



Ukrainian apparel and accessory brands

DELEGATION TO SWEDEN 2026



Ukraine is home to a new generation of innovative and resilient apparel and accessory brands, combining craftsmanship and creativity. This initiative, jointly organised by Open Trade Gate Sweden (OTGS) and the Entrepreneurship and Export Promotion Office of Ukraine (EEPO), creates opportunities for Swedish buyers, retailers, and consumers to discover exciting Ukrainian brands and build long-term commercial relationships between Sweden and Ukraine.

Open Trade Gate Sweden



Open Trade Gate Sweden, a part of National Board of Trade, promotes import to Sweden from low- and middle income-countries. We support small and medium sized companies in our partner countries to strengthen their capacity to export to Sweden and the EU. Through training, coaching, and matchmaking, we assist companies in our partner countries to become export-ready, open doors to the Swedish and European markets, and build long-term business relationships. Export contributes to the creation of new jobs and increased tax revenue, which, in turn, may lead to greater prosperity and improved living conditions in the countries.

Open Trade Gate Sweden

E-mail: OTGS@kommerskollegium.se

Contact: Linda Rydén

E-mail: linda.ryden@kommerskollegium.se

Phone: +46 (0)73 424 48 51

Entrepreneurship and Export Promotion Office



**ENTREPRENEURSHIP
AND EXPORT
PROMOTION OFFICE**
STATE INSTITUTION



The Entrepreneurship and Export Promotion Office (EEPO) is a state institution responsible for supporting the development of small and medium-sized enterprises (SMEs) and facilitating the promotion of exports of goods, works, and services by Ukrainian producers.



The EEPO focuses on: partnership development and international cooperation, business opportunities, innovation development, regional infrastructure development, digital transformation, business education and support of SMEs, market intelligence, growth and development strategies, and business interaction with the state.

FISKIN



Founded by a fisher and a fish biologist. Fiskin began as a small personal project, almost a hobby, driven by curiosity and passion for the material. After moving to Norway because of the war, what started as a hobby gradually grew into a real business.

Fish leather has a unique, elegant texture and a striking natural pattern that often resembles exotic leather. Yet it usually comes from fish skin that would otherwise be discarded as a by-product of the food industry. It is an overlooked material that can actually be refined, beautiful, and truly unusual, offering an alternative to exotic leather without raising animals specifically for their skins.

Fiskin is a way of proving that design, responsibility, and nature can exist in harmony.

Product Group: Premium fashion: luxury handbags, wallets, bracelets, watch straps, ties

Main materials: Fish leather (upcycled fish skin by-product from food industry)

Target Group (Gender & Age): Women, sustainability-oriented

Own Production Facilities: Yes

Web: <https://fiskin.store>

Est.: 2020

Staff: 3

Contact: Yuliia Buhlak

Position: CEO and Founder

E-mail: buglak01@gmail.com

Phone: +380634618802



GUSHKA

Contemporary wool fashion brand from the Ukrainian Carpathians creating handmade guni, wool coats and vests from 100% natural hand-spun yarn, combining traditional handmade production with a refined modern aesthetic.

Product Group: Premium fashion: guni (traditional-inspired wool outerwear), wool coats, wool vests

Main materials: 100 % wool

Material Certifications: ISO 9001, ISO 14001

Target Group (Gender & Age): Women & men, 30–55

Own Production Facilities: Yes

GUSHKA

Web: <https://gushka.world>

Est.: 2018

Staff: 27

Contact: Nataliia Stavnycha

Position: CEO

E-mail: nataliia.gushkawool@gmail.com

Phone: +380951122349



HARVEST CLO.

HARVEST CLO.

Starting in 2016 with the idea of creating a comfortable urban backpack, we've grown into a full-cycle manufacturer offering over 100 accessory models and our own clothing line. We design and produce backpacks, bags, and apparel that stand the test of time, supporting you in every journey, no matter the destination or conditions.

Product Group: Accessories: bags, backpacks, wallets, belts. Clothing: T-shirts, hoodies, sweatshirts, long sleeves, shirts, trouser.

Main materials: Cordura, Oxford (High-Density), Eco-leather, High-density polyester fabrics, Genuine leather

Material Certifications: ISO 9001:2018

Target Group (Gender & Age): Women & men, 18–60

Own Production Facilities: Yes

Web: <https://harvest-clothing.com>

Est.: 2016

Staff: 50–250

Contact: Sofiia Zaborovska

Position: Export manager

E-mail: sofiia.zaborovska@uunit.team

Phone: +380 63 165 21 32



HURU

HURU

Brand built around the idea of movement, resilience, and conscious urban living. Creating durable, minimalist backpacks and bags for entrepreneurs and active city professionals who value functionality, independence, and long-term quality. Focused on long-lasting products designed to serve for years, combining clean design with practical solutions for everyday business and travel.

Product Group: Accessories: city backpacks, crossbody bags, messenger bags, weekender bags

Main materials: Cordura®, X-Pac®, YKK zippers

Target Group (Gender & Age): Women & men, urban professionals

Own Production Facilities: Yes

Web:	https://huru.rocks
Est.:	2017
Staff:	15

Contact:	Taras Voitiuk
Position:	CCO
E-mail:	t.voitiuk@huru.rocks
Phone	+380661549433



MILIGUS

Functional and tactical clothing brand founded after the full-scale invasion in 2022. The company pivoted from fashion manufacturing to tactical clothing to support defenders and preserve workplaces. The identity of the brand is built around dignity, functionality, and respect for the human body.

Designing gear that combines military functionality with ergonomic comfort and a precise female fit. MILIGUS represents resilience, care, and transition from war to life.

Clothing created by civilians, veterans, and families of service members for people who protect and rebuild society.

Product Group: Outdoor & functional wear: tactical trousers, soft-shell/membrane jacket, fleece, thermal underwear, combat shirts, hoodies, socks, balaclavas

Main materials: Polyester, nylon, cotton. No wool.
No knitwear

Target Group (Gender & Age): Women & men (military, veterans, outdoor enthusiasts), all ages

Own Production Facilities: Yes

MILIGUS

Web: <https://miligus.com>

Est.: 2022

Staff: 40

Contact: Olena Husyeva

Position: Owner

E-mail: Miligus.lviv@gmail.com

Phone: +380676737740



OLIZ



Contemporary Ukrainian brand exploring the intersection of fashion, textile heritage, and art through limited collections of scarves and womenswear, designed and produced in Kyiv.

Art remains central to the brand's identity. OLIZ collaborates with leading Ukrainian museums and contemporary artists, transforming artworks into wearable objects through carefully developed prints on silk scarves and garments. The collections move between fashion and art piece, combining craftsmanship, cultural storytelling, and contemporary design.

Product Group: scarves and clothes

Main materials: Silk, wool, linen, cotton

Target Group (Gender & Age): Women & men, cultural/creative professionals

Own Production Facilities: Yes

Web: <https://oliz.com.ua/en>

Est.: 2017

Staff: 4

Contact: Khrystyna Oliarnyk

Position: Founder

E-mail: khrystyna.oliiarnyk@gmail.com

Phone: +380661553763



Founded on making clothes that are comfortable to wear, relevant in style, and honest in their essence. They control the entire manufacturing cycle – from the selection of fabric to the finished textile. There are two equal parts of the assortment: a segment with price/cost ratios and premium positions.

Product Group: Outerwear: coats, jackets, trench coats, suits, dresses

Main materials: Mostly wool, semi-wool, viscose, linen

Target Group (Gender & Age): Women, 18–60

Own Production Facilities: Yes

Web: <https://origa.ua/en/>

Est.: 2019

Staff: 2

Contact: Oleksii Lymar

Position: Director

E-mail: alexeylymar@gmail.com

Phone: +380976501498



Ukrainian knitwear manufacturer operating two brands (RITO for basics, 91LAB for designer fashion).

RITO started with one knitting machine and two people, and today it is a modern factory with advanced equipment, branded retail chain, and a team of over 80 professionals.

The brand shapes the cultural code of Ukrainian fashion through knitwear, design, generational continuity, craftsmanship, and values of quality, trust, and sustainability.

Product Group: Premium fashion: RITO; basic and casual knitwear. 91LAB; designer line focused on fashion and creative experimentation

Main materials: Italian yarns

Material Certifications: OEKO-TEX Standard 100

Target Group (Gender & Age): Women, 35–60+

Own Production Facilities: Yes

Web: <https://rito.ua/en/>
www.91labknitwear.com

Est.: 1997

Staff: 80

Contact: Tetiana Abramova

Position: CEO and Founder

E-mail: abramovarito0808@gmail.com

Phone: +380672091796



The brand focuses on upcycling and reconstruction of vintage garments and materials, transforming them into contemporary pieces with strong silhouettes and conceptual narratives. Each collection explores themes of memory, transformation and cultural identity through fashion.

STARCHAK works across different directions, creating both artistic statement pieces and everyday wearable garments. The brand combines experimental design, craftsmanship and circular fashion practices, giving new life to existing materials and promoting a more responsible approach to fashion.

Product Group: Premium fashion: upcycled jackets, reconstructed denim, corsets, coats, skirts, statement pieces

Main materials: Vintage and reclaimed/upcycled materials

Target Group (Gender & Age): Women, creative professionals

Own Production Facilities: Yes

Web: <https://www.starchak.com.ua/>

Est.: 2021

Staff: 3

Contact: Mariia Starchak

Position: Founder and Creative Director

E-mail: info.starchak@gmail.com

Phone: +380976422108





Tunes' brand identity is centered around safety, tenderness, and reliability (symbolized by the pink elephant logo).

The brand was founded with a mission to take the anxiety out of the first days of parenthood. Collaborating with neonatologists and technologists to create clothing that feels like a 'second skin'-using only 100% natural fabrics. Their storytelling focuses on the emotional connection between mother and child, ensuring that while the baby feels comfortable, the parents feel confident and stylish

Product Group: Children's wear: baby bodysuits (short and long sleeve), sleepsuits, baby sets (pants, hats, and bibs)

Main materials: No synthetic, only natural materials. Nickel-free YKK hardware

Material Certifications: OEKO-TEX

Target Group (Gender & Age): Parents of infants
0-18 months

Own Production Facilities: Yes

Web:	https://tunes.ua
Est.:	2017
Staff:	2

Contact:	Olha Dehtiar
Position:	CEO
E-mail:	malyshevaolya02@gmail.com
Phone	+380979922794





Wellajur's identity is built on their love for children. When producing their clothes, they always make decisions in favor of the child's comfort and health.

Product Group: Children's wear: jackets, down jackets, windbreakers, coats, tracksuits, work uniforms, t-shirts, pants, blouses

Main materials: Synthetic material with strong waterproof qualities and fur

Target Group (Gender & Age): Children (primary focus)

Own Production Facilities: Yes

Web: <https://wellajur.com.ua/ua/>
Est.: 2012
Staff: 15

Contact: Vasyl Zhuravskyi
Position: Owner
E-mail: uazoom@gmail.com
Phone: +380989463332



