



«Don't let me down,
blouse!»

Finally,
businessware
you can rely on.

DOLLIS ZURICH BERLIN

smart fashion for business women

DOLLIS ZURICH BERLIN produces businesses blouses that don't slip out of place, providing welcome relief for businesswomen constantly on the go as part of their hectic working day.

Working women are familiar with the surreptitious "Is my blouse sitting right?" manoeuvre. Nadine Heertsch's blouse collection DOLLIS ZURICH BERLIN ensures businesswomen always feel comfortable in their clothes. In any situation.

Business attire should sit comfortably and allow the wearer to present themselves in the best possible light. In reality, blouses often slip out of place, pinch or expose areas of skin. As a company consultant whose job required frequent flying, Nadine Heertsch routinely found herself automatically holding her waistband: "Every time I placed my luggage in the overhead locker during boarding, my blouse would lift up and expose my stomach – and with other passengers trying to squeeze past, there was no time or space to readjust my clothing." This risk of unwanted exposure also lurks in everyday situations: bending down to pick up bags, stretching to reach a folder on the top shelf, or putting on a coat. Heertsch searched unsuccessfully for a reliable blouse that did what it was supposed to do, but they were either too short to pass the stretch test or too long to be worn over trousers.

As a consultant trained to find solutions, Nadine Heertsch came up with a business idea: comfortable blouses for business women that sit perfectly and are both professional and fashionable. She taught herself to sew and produced an initial prototype. Positive feedback and genuine demand from her colleagues confirmed she was on the right track. Over the course of two years, the young entrepreneur collaborated with tailoring and couture experts to develop her own collection, created a website with an integrated shop and established contact with various suppliers.

Today, DOLLIS offers a collection of blouses that focuses on comfort, quality and sustainability. A stretch element in the fabric ensures a comfortable fit, while the stiff collar and accented cuffs make an unmistakably stylish statement. The clothing is produced in a small factory in Bosnia that employs about 20 seamstresses under fair working conditions. The cotton, sustainably produced, is sourced in Europe.

Comfort and maximum freedom of movement at all times

DOLLIS blouses are longer than conventional business blouses for women, so they stay tucked in to skirts and trousers.

The stretch element in the fabric provides additional comfort and ensures the blouses are never tight or strained.

The fitted cut does not feature any darts, making ironing a breeze.

Nadine Heertsch was born in Berlin in 1978 and worked as a senior consultant for an international consulting firm until May 2013. After completing her studies in Business Administration at the Freie Universität Berlin, she began her career in 2005 at a Swiss IT company in the aviation industry. In 2012, she decided to make her lifelong dream come true and founded her fashion label DOLLIS ZURICH BERLIN.

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DOLLIS blouses are available from the **online store** www.dollis.ch

