

## Yuri Teselko: The Brain Behind Ukraine's Ethical Fashion Renaissance

Published on 28 Aug 2025 | By IFI Correspondent



In a fashion world captivated by Western trends, Yuri Teselko is emerging as a bold, visionary force—and he's doing it with intelligence, ethics, and an unapologetically Ukrainian identity.

**Humble beginnings, towering ambition:** Teselko's journey began online—his debut collection was outsourced production sold directly via Instagram. Fast forward two years, and he now leads a team of over 20, producing more than 60 original clothing and lingerie pieces annually. With fully owned manufacturing facilities, he isn't just a designer; he's building an ecosystem. "If I didn't do it, someone else would," he says—a mantra that drives him forward.

**Beyond design—he's shaping the industry:** Teselko isn't just creating beautiful garments; he's earning international recognition for entrepreneurship and innovation. He's won the Cases & Faces International Business Award for Executive of the Year in Apparel, Beauty & Fashion. He also serves on the jury of major global e-commerce awards and holds a senior position in the E-Commerce & Digital Marketing Association—positions that reflect his influence in the digital economy.

**Fashion meets science and purpose:** Each garment is engineered for well-being. Think hypoallergenic and antibacterial fabrics, temperature-regulating textiles, and even orthopedic features in lingerie designed to support posture and ease back pain. Teselko often asks: "How can I adapt luxury for everyday people—without losing the soul of the design?" He even publishes his research on eco-dyeing, waste reduction, and biomechanical design, injecting transparency and function into fashion.

**Proudly local, boldly global:** Every piece bears the "Made in Ukraine" label—and yet demand is rising in Poland, Slovakia, Kazakhstan, and beyond. Teselko's brand is a modern Ukrainian statement: confident, ethical, and cosmopolitan.

**Onward and upward:** He's already planning automated production, new international partnerships, and what he calls "intellectual fashion"—design that's thoughtful, functional, and anchored in innovation. His advice to his younger self? "Just do it. Don't wait for the perfect moment. And believe, even when others don't."