

Salma Yammine's BIO

📄 Salma Youssef Yammine - Founder of MACHGHALNA 📄

Salma Youssef Yammine, a passionate advocate for sustainable fashion and the founder of MACHGHALNA, has dedicated her career to redefining the landscape of the fashion industry. Born on April 13, 1973, in Zgharta, North Lebanon, Salma's journey is marked by a commitment to environmental responsibility and a vision for a more sustainable future.

Entrepreneurial Spirit: With a background in maternity wear and a keen understanding of the fashion market, Salma established MACHGHALNA as a response to the environmental challenges posed by the fashion industry. Her entrepreneurial spirit and dedication to creating a positive impact on the world are evident in every facet of MACHGHALNA's journey.

Transforming Fashion with Purpose: MACHGHALNA, meaning "Our Workshop" in English, epitomizes Salma's vision of transforming the old into new, breathing new life into discarded clothing. The zero-waste approach adopted by MACHGHALNA is a testament to Salma's belief in the power of sustainable practices to revolutionize the fashion landscape.

International Recognition: Salma's commitment to sustainability recently took her to the 2nd Arab SMEs Summit in Marrakech, where MACHGHALNA stood out as a beacon of innovation and environmental consciousness. This international recognition has further fueled Salma's determination to showcase MACHGHALNA's unique story and inspire others to adopt sustainable practices.

Advocacy for Sustainable Fashion: As a mother of three and an active entrepreneur, Salma is not only a businesswoman but also an advocate for sustainable living. Through MACHGHALNA, she seeks to redefine fashion norms, encouraging consumers to make mindful choices and contributing to a more sustainable future for the fashion industry.

Vision for the Future: Salma envisions a future where sustainable practices are at the forefront of the fashion industry, where discarded clothes are seen as opportunities for creativity rather than waste. Her journey with MACHGHALNA reflects a deep-seated passion for environmental stewardship and a commitment to leaving a lasting legacy for the generations to come.