Dear friends,

On June 15-16, 2024, the festival called “SVYATA LNU” will take place in the historical part of Minsk (Upper Town).

The festival's name “SVYATA LNU” translates from Belarusian language as *Festival of Flax and Linen*. This plant is of great importance in Belarus. Since ancient times, linen fiber has been woven into fabric and used to make clothes and household items. Linen clothing is famous for its naturalness and comfort. Flax seeds are beneficial for health, containing many nutrients.

The aim of the festival is to enhance co-operation between light industry enterprises, to facilitate the creation of new brands, the development and promotion of national brands in the light industry on the basis of historical and cultural heritage and modern creative technologies.

“SVYATA LNU” involves holding events both in the cultural sphere (fashion shows of linen clothing, art exhibitions, fabric painting workshops, etc.) and in the economic sphere (exhibitions and sales of linen products, meetings with representatives of ministries, enterprises, business circles).

We are glad to invite you to participate in:

- *the competition for designers,*

Competition period: April 15 - June 03, 2024. Date and location of the show - June 15, 2024, Minsk, Svobody Square (Upper Town). There are two categories in the competition: professionals and students. Competition nominations are Industrial Collection; Author's Collection; Modnae Narodnae (Ethno-Collection). Participation fee is $1,000 USD.

- *the business fashion show (with the presentation of ready-made collection of clothes).*

Participation fee is $1,000 USD. The fee includes payment for participation in the fashion show, musical, choreographic, and technical support, placement of information in the event programme materials, video presentation.

BelBrandAudit LLC as one of the organizers of “SVYATA LNU” also invites you to take part *in the business and cultural and entertainment programme*. We offer you to take part in a business tour to enterprises, technoparks, and economic zones of Belarus (June 17-22, 2024). The tour programme will be formed taking into account export interests and preferences of the esteemed partners.

Contact details: Victoria Zaitseva, brand manager, +375291070182, +375292129611, belbrandaudit@gmail.com.

Looking forward to hearing from you.

Best regards,

Dynich Valentina,

Director, Dr.