



## Headknot - Beauty and Comfort with Maya

*This story has been developed by the project  
"New pathways of youth to labour market through lifestyle self-employment"*

**Maya Tsvetanova**  
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### HOW MAYA STARTED HIS/HER LIFE-STYLE BUSINESS

Maya Tsvetanova is a bachelor in Philosophy and has a master degree in the field of Public relations, both obtained in Sofia University. For more than 14 years she's been working in the sphere of education, both as a formal teacher and as a trainer in an NGO. During the last few years many business ideas have crossed her mind but she'd never found a way to realize them. Maya is a very creative person and most of the times her ideas come in the most unexpected way. The first time when she thought about starting her business was while she was relaxing at the beach. She searched for support in a friend and together they started the Headknot business. The multifunctional towel is made by high-quality fabrics and microfiber and is a great choice for ladies who love luxurious products. The

main purpose of the product is to absorb the excess moisture from the hair after taking a bath, shower or after cosmetic procedures. The button on the backside makes the towel impossible to loosen or fall. Headknot towels could be used practically everywhere: at home after taking a shower or a bath; while using hot tub, sauna or steam bath in the spa salon; after and during different cosmetic procedures in beauty and hairstyle salons; at the gym; while taking a walk. The Headknot would be a beautiful complement of every woman's beach outfit, or it could even be used as a fabulous party accessory.

"Maya's motto is: Anywhere, anytime, with style and fashion!"



## HOW MAYA DEVELOPED HIS/HER LIFE-STYLE BUSINESS



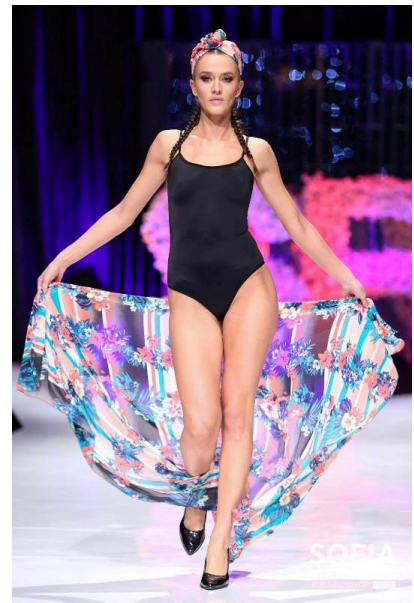
Maya shared an interesting story about the start of the business: „Two summers ago I bought a hat for my vacation and on its label it was written “Made of 100% paper”. I didn’t believe it at all... But at my first day at the beach I’ve put my hat on a wet hair and it literally melted around my head! After a good laugh with my friends, I thought that it will be awesome if I can create a towel that will be beautiful and at the same time to be firm and protect me from the sun. I started with a research what kind of fabrics could be found on the market as

well as what kinds of summer hats are trendy at the moment. One day I’ve read an article about turbans, which for centuries have been used in the hottest parts of the world to effectively protect both women and men from the strong desert sun. I created the model after the turbans and started experimenting with different fabrics and designs.“

Due to many factors the business is developing with small steps. At first Maya started to sell Headknot mainly in an online store. Currently she is negotiating starting to distribute Headknot among chains of stores offering beauty accessories as well as beauty salons.

Maya also takes part in many fairs, exhibits and bazaars for young entrepreneurs and small businesses where she presents the products, talks with other entrepreneurs and approaches clients.

One of the biggest successes was the participation in Sofia Fashion Week where Maya had her own fashion show for presenting Headknot to wide public, press and representatives of the fashion industry at national and international level.



## WHAT ARE MAYA PLANS FOR FUTURE



Maya’s plans for future development is to try entering the European market and after that even to reach USA customers. She wants to popularize the brand beyond Bulgarian borders and to make Headknot a symbol of a high quality product suitable for any woman.

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## WHAT ARE MAYA SUGGESTIONS FOR YOUNG PEOPLE WILLING TO BECOME SELF-EMPLOYED



Maya's advice for the young people is to be very bold in their dreams and to believe 100% in themselves. „Every new beginning is scary and difficult, every change hides a risk, but if we only think about it without taking any actions, no results will come. So risk, try, act! This is the only path that can lead you to the desired lifestyle!“

We wish good luck to Maya!

If you are interested in learning more about Maya's business or to get consultation, you can contact her by an email: [headknoteu@gmail.com](mailto:headknoteu@gmail.com)