

$$2WO+1NE=2$$

2 + 1

2WO+1NE=2 (2+1=2) is an **ethical designer brand** based in Athens, Greece, founded in 2017, by Stella Panagopoulou and Valisia Gotsi.

Through a synthesis of **minimalism** and **deconstructivism**, espousing the principle of **environmental consciousness**, 2WO+1NE=2 aims to sound out the cultural fluidity of an increasingly nomadic generation.

Focused on creating **sustainable & tailored ready-to-wear** and not a trend-follower, 2WO+1NE=2 creates long-lasting garments or even **reconstructs** its over-worn ones, in **local production**, using exclusively **French & Bound seams** and **natural fibers**, so as to contribute to the longevity of the garment.

Based on the design project of **nomadism**, each collection is inspired and dedicated to a different city across the globe, drawing elements from its **art scene, architecture, cinema, music, and people**.

The brand converts the beauty and uniqueness of each place into its edgy collections, by incorporating their craftsmanship techniques and aesthetic concept.

The crystallization of the notions, essences and shapes of each given place are worked into the garments themselves.

2WO+1NE=2 strives for a **perpetual battle with conservatism and conventionality**, envisaging clothes not as strictly functional everyday items but as multidimensional structures, maintaining at the same time fashion's allure and scrutinizing urge.

COLLECTIONS

A/W'20-21 MONTRÉAL COLLECTION



2, February, 2021

12.22 p.m.

In fast forward-

Walking lengthwise RÉSO, passing by interconnected office towers, hotels, shopping centers, residential and commercial complexes, convention halls, universities and performing arts venues, an endless underground city; stunned by the information overload, you stop to take a break at the Cinema Du Park. Just watched for the 3rd time Xavier Dolan's "Les Amours Imaginaires", and quite satisfied, you throw your empty sugar-maple tea cup in a recycle bin and you follow the stairs upwards, till you can feel your scarf-skin shivering by the frosty wind, and your hands subconsciously wrapping the black wool and cashmere coat, tighter around your body, in the intersection of Rue Prince-Arthur and Avenue du Parc.

After 5 minutes you are strolling up to a snowy commercial artery and cultural heritage site, named as Saint Laurent Boulevard. You grab a smoked salmon bagel and you walk towards the first street performers of Place Jacques-Cartier, entering the historic Old Port, which is now transformed into an urban ice-fishing village, portraying the actual definition of 7 Fires Prophecy; 'You will know the chosen ground has been reached when you come to a land where food grows on water. If you do not move you will be destroyed'.

And then you move quickly, and you run, and you leave behind the Virgin Mary who keeps welcoming travelers with open arms and her wise overlook on the port, placed on the roof of Notre-Dame-de-Bon-Secours Chapel, and the traffic noise of Ville Marie Boulevard, and you enter the modernist Berri-UQAM station, and you take the filled with a profusion of public art Métro, and in 4 minutes you find yourself staring, astonished by the spectacular futuristic example of "Bucky's" geodesic architecture. The Biosphère; three-dimensional units, a triangle on the outside, hexagonal on the inside, and curved to fit a given arc, as its structural basis, all together connected in the shape of a dome. While each component is independent, it cannot exist without the others. The 286-hectare oasis ex-site of Expo 67, Parc Jean-Drapeau has been converted to a giant winter playground, where women of all ages, dressed in warm knitted, velvet, wool and cashmere, minimal garments in classic silhouettes, were blissfully celebrating the Fête des Neiges, and for some reason you feel something explained but unexplainable inside this beautiful setting. But your time is up.

You jump in the nearest wormhole and in 24 minutes, like a contemporary time-traveler, you are in Place d'Armes, suddenly surrounded by so many diverse eras; the gothic revival Notre-Dame Basilica, the 30's art-deco limestone Alfred Building, the late 60's prestigious modern international style 500 Place D'Armes, the 80's whopping eight stories tall cigar-brown sandstone New York Life Building, the neoclassical Pantheon-like head office of the city's Bank.

Going straight ahead at Rue Saint-Jacques, by 16.30 you arrive at the Bell Centre. Montréal Canadiens vs Boston Bruins. Three periods of twenty minutes of ice-hockey professionals, fighting like Mohawk warriors with the goal of bringing glory and honor to themselves and their tribes in "The Creator's Game", in eye-catching light and versatile tencel uniforms, consisted of helmets and bulky masks, wide shoulder pads and heavily padded shorts, highlighting their strict geometric shapes; and you will not be able to get the sound of the arena's horn, celebrating Canadiens goals, out of your head.

And it suddenly hits you and start to wonder why are you always in such a hurry? Why so busy running from thing to thing? 'Running through promises that you made and you could not keep?' Why you don't know how to feel your feelings? Maybe it is time to slow down and seek for serenity. And there is an ideal place for that.

In the blink of an eye, you are in "the place of the big fire", the triple-peaked hill in the heart of the city, once used for a fire beacon by the First Nations people. The Mount Royal. Its usual cypress green and cigar brown surface has been now covered by a velvety ice blue veil, and the Tam-Tams drum players have given their place to the snow-tubers who are now furiously sliding the slopes on their J-shaped toboggans. 'But you stand there so nice in your blizzard of ice' hypnotized by the city's glimmering night lights, and for the first time you realize the majesty of this place. Mooniyaang or the first stopping place, turtle-shaped island or Ville-Marie, Metropole or City of Festivals, City of Saints or Sin City; Montréal is a juxtaposition of the old and the new, the place where nations and rivers unite and divide. And for a minute there on the top of the hill you feel lost but happy, unaware of your next mission, but relieved that you made it so far!

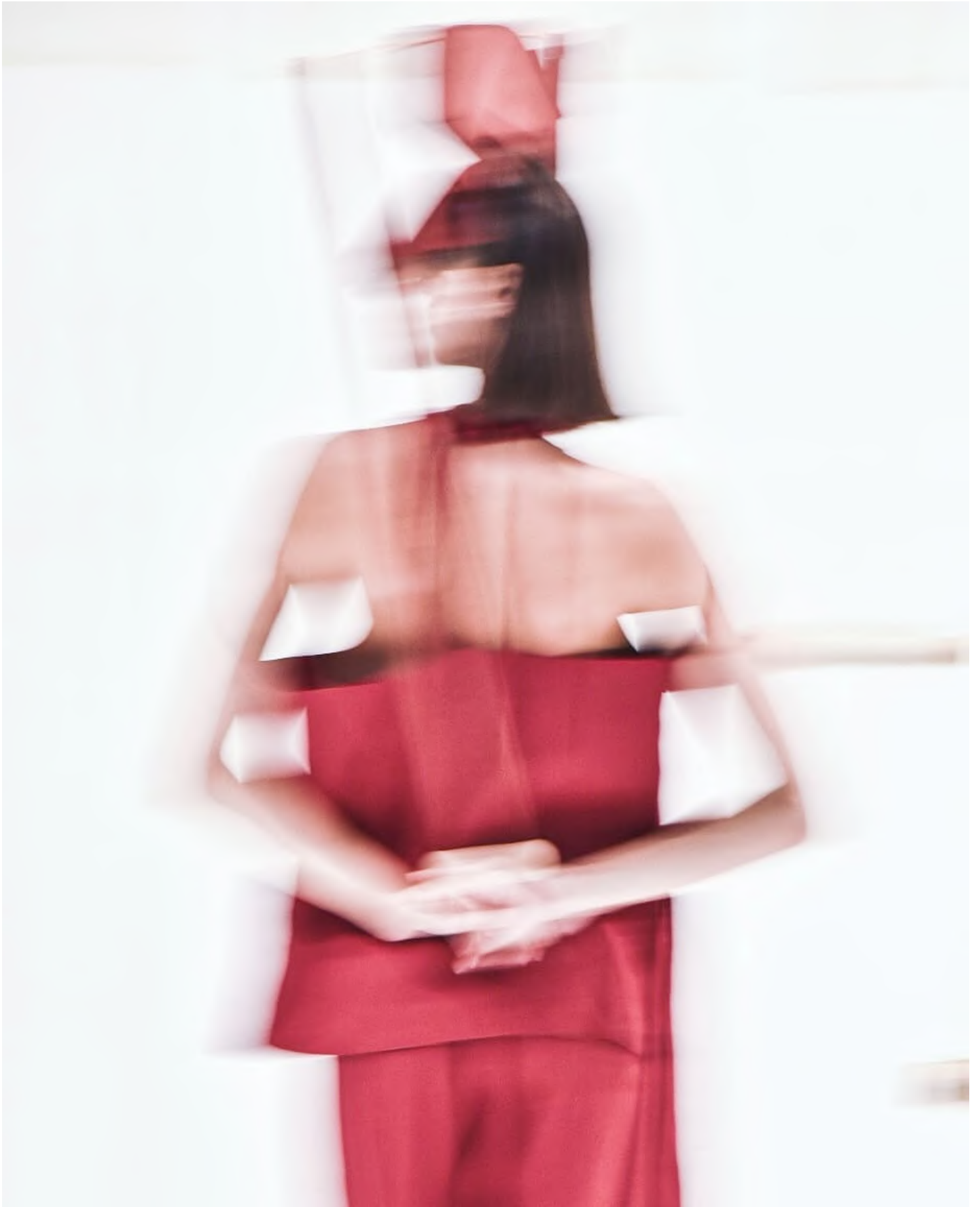


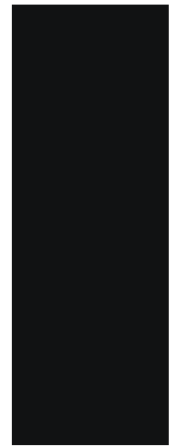






S/S '20 SHANGHAI COLLECTION





A Feather on Mount Tai = 泰山鸿毛

Immersed in thoughts and memories, Èr Yī, a Shanghai secret agent, enjoys a few moments of relaxation at her favorite tea house on Fang Bang Middle Road. Suddenly a strange yet familiar holler out of nowhere, violently interrupts the tranquility prevailed in the room, freezing up her face.

Is it someone who has followed her up there? An enemy who has just discovered her? An acquaintance of hers in danger? Or is it about something that she doesn't even want to find out? Trying to figure out what is really happening, very soon she will realize that she knows the answer...





上海=春夏2020

2WO+1ZEM=2

參茸燕桂

虎鹿龜膠

同仁堂

虎鹿龜膠

參茸燕桂



21, August, 2020

22.11 p.m.

Shanghai-

It was more a promise than an achieved ambition.
Traveling to the bustling city of Shanghai.

The night falls and finds you in your red linen dress, strolling on the Bund along the Huangpu River, admiring the striking panorama of the neoclassical buildings facing off against the soaring mirrored towers of Pudong. Surrounded by so many differences, simultaneously with so much compatibility, you start to understand what eventually this enormous city means.

A blend of 20s Art Deco, Asian tradition and Western Postmodernism, avant-garde glass and steel structures towards old-world brick and mortar shikumen residences -allusions to Chinese architecture-, city blocks covered by the iron gates of Lane neighborhoods, and buildings with white-washed walls, distinctive rooflines, 'dragon walls', latticework and keyhole windows; So neoclassical and ubermodern, the city-ode to the cyberpunk movement, is a stimulating portrait of contrasts and contradictions, a battlefield of the futuristic and the traditional.

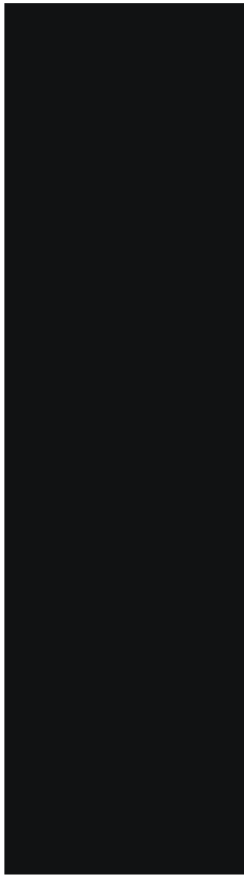
Gazing upon the constant flow of the water and its various formations along the river bank, shuttering the reflecting images of the cityscape as the boats are passing by, makes you think of your next watercolor painting. You can picture a bevy of young women dressed in minimal lines and clear shapes, enriched with traditional details and silhouettes inspired by the Cheongsam -that became the symbol of women's liberation by the praised Madame Wellington Koo-, and influences from the Hanfu movement, strict geometric cuts, Chinese ideograms' embroideries, and Mao collars. All of them in soft and light sustainable fabrics as tencel, cotton, linen and banana silk. Then color them in warm shades taken from Shanghai's flighty nightlife and burgeoning art scene, a palette moving between red and terracotta, black and white.

And now it feels right!
The ideal aquarelle simulating
a hot summer in China's biggest city.

Living in and feeling Shanghai's vibes is like a fantasy. Although you know that this trip is coming to an end, and soon you have to catch the flight to your next destination. Until, all of a sudden, you encounter him, among the crowd, coming towards the Nanjing Road. After all these years trying to get used to his absence, now he appears out of nowhere. The one and only person you gave that promise. Like Shanghai Lily meeting up with Donald Harvey aboard the Shanghai Express, your heart is about to break. How is it possible to know what to do? Continue or stop your journey, everything is mixed now in your cluttered head.

They say that sometimes home is a person,
but does a gypsetter have a home?

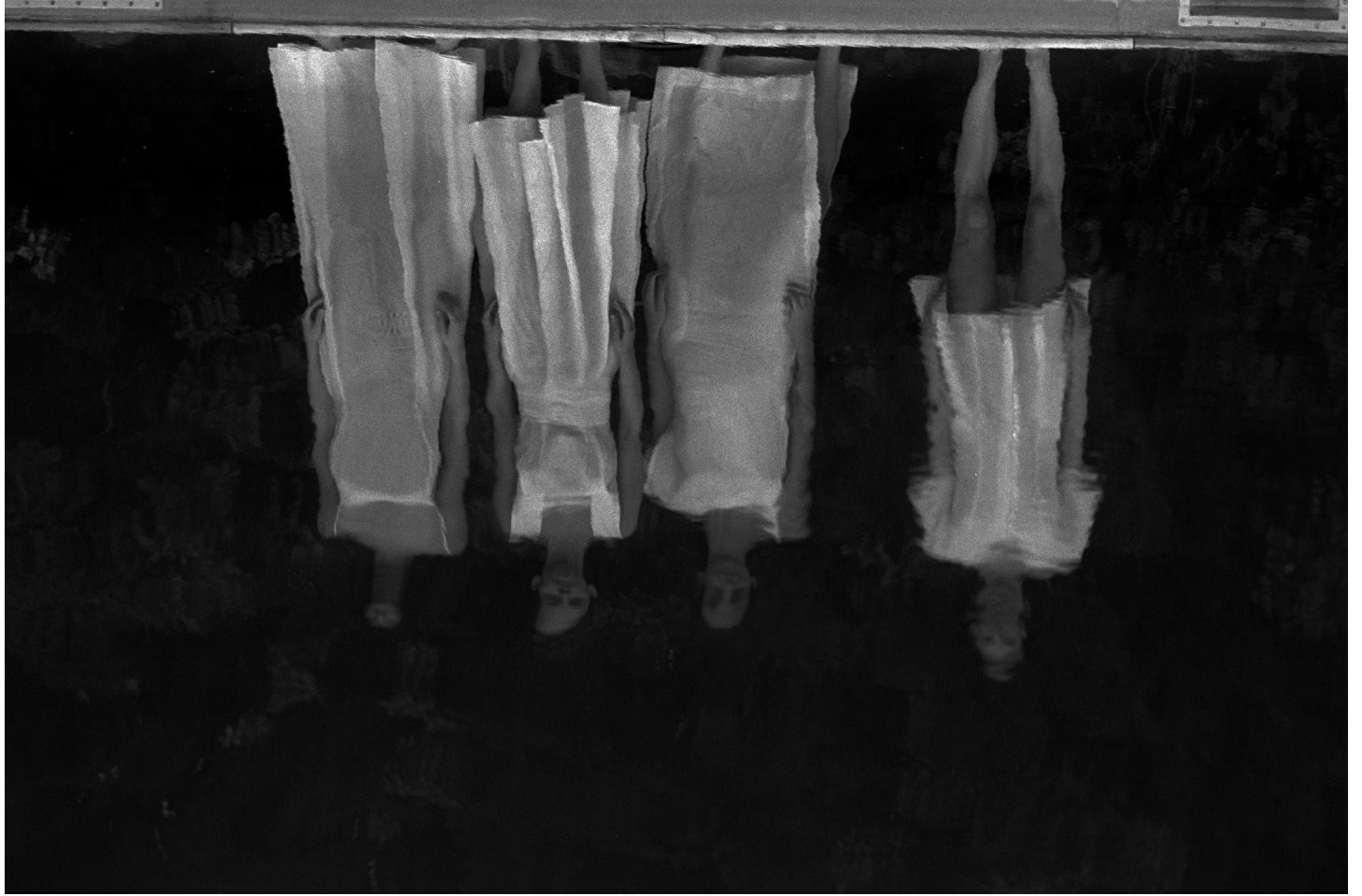








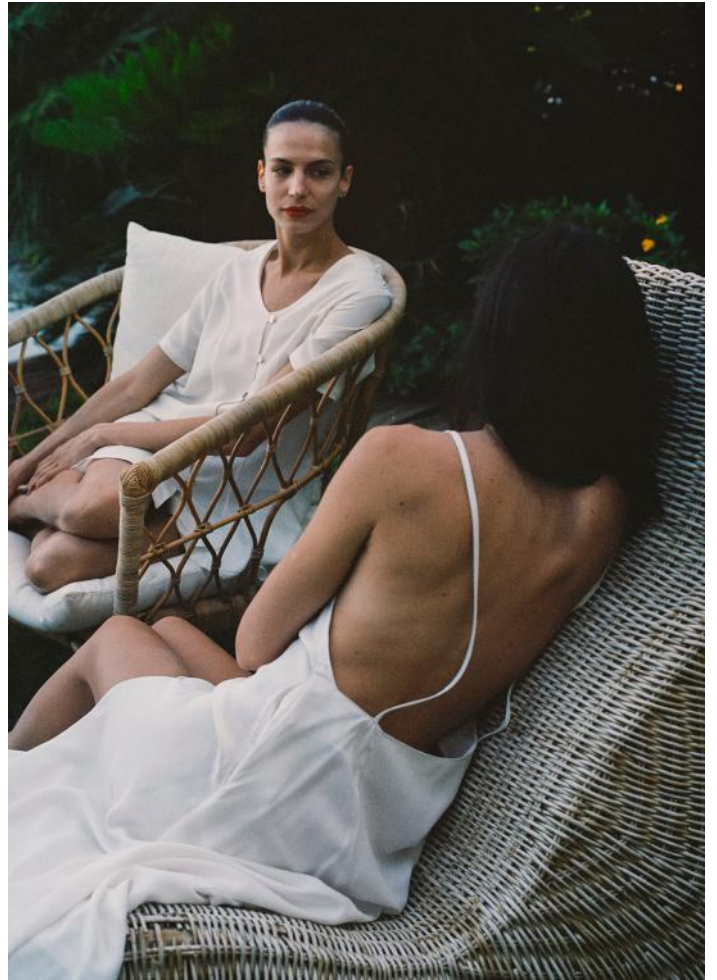
S/S '20 BEACHWEAR COLLECTION



= Reflections on Time

+ PAST PRESENT FUTURE





A/W'19-20 REYKJAVÍK COLLECTION



21, February, 2019

02.12 a.m.

Inside an iced kaleidoscope -

Have you ever dreamed of falling into the void from a great height, so fast and intense that you can feel every inch of your body being released and your head spinning? And then, the black void is being gradually filled with cold shades of blue and purple, sharp designs and schemes that start alternate, creating multiple, continuous configurations of their reflections and colorful variations? Here you catch yourself mesmerizing, being trapped inside a giant kaleidoscope, which resembles a large, radiant sculpture made of polyangular mirrors and colored glass facades.

And as you keep diving deeper and deeper into the endless abyss, suddenly you hit rock bottom and the jolt wakes you up. Dazed and disoriented, in the middle of the night, you open your eyes but all you can see around is a dark, empty room. It comes soon the moment when you start questioning yourself "where the hell am I?". Your intuition whispers that all these images are not just hallucinations of your dizzy imagination. Definitely not! They remind you of something more familiar to you, especially those last days. But what?

You run to the window and stare outside. ICE.

A land of ice.

Now it starts to make sense. The massive rugged glaciers with the translucent ice caves, the fields of craggy lava formations that eventually climb toward towering snow-capped mountains, the infinity endless green meadows as far as your eye can see, and the scattered turf houses, the crystal-blue waters off the Snæfellsnes coast and the black sand beaches, the mossy hills dotted with countless frozen waterfalls, the entrancing magical display of Aurora Borealis colors, the dazzling Harpa concert hall reflecting both sky and harbour space, the radical structural architecture or the abstract and geometric art of Hallsteinn Sigurðsson. All the places you have gone are frames of your dreams.

At a quick glance on your left, you can see through your open suitcase, a messy pile of wool and tencel winter garments in the shades of aubergine, blue and black. At the top of the pile, there is a notebook and a book.

Checking your last notes, some lyrics taken from "Glósóli", a Sigur Ros' song.

"Mig vaknar draum-haf
Mitt hjartað, slá"
*(I wake up a dream-ocean
My heart, beats)*

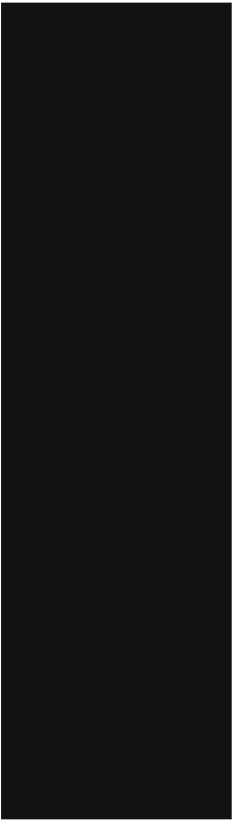
Yes, now everything makes sense! You grab the book. It is the "Paradise Reclaimed" by Halldór Laxnessand. Describing an idealistic Icelandic farmer journeys to Mormon Utah and back in search of paradise, it matches your gypsetter soul. Especially now that you are in the land of baffling and untouched raw majesty, the land of ice and fire. Or else, Iceland.



reykjavík







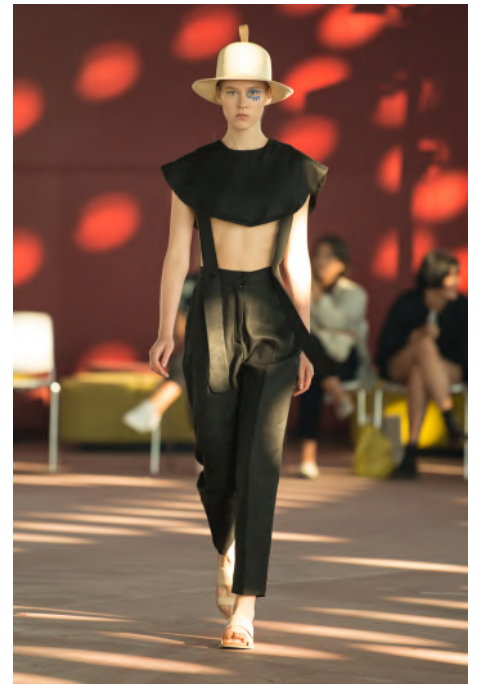


PARTICIPATIONS

HELSINKI FASHION WEEK '18

Selected by the Nordic Fashion Week Group, as one of the 30 sustainable fashion brands, that participated in the **Eco-Village Concept** of Helsinki Fashion Week, an event that highlights brands whose production is based 100% on the principals of **sustainability, ethical fashion and fair-trade.**





LONDON FASHION WEEK '18

Selected by the British Fashion Council, as one of the top 7 Greek fashion brands, that represented Greece in LFW, within the framework of **International Fashion Showcase (IFS)**, an event that highlights **emerging designers** and the **most high-end creations** in fashion industry, worldwide.





COSTUME DESIGN

for ATHENS & EPIDAUURUS FESTIVAL



X STEREO NERO DANCE Co. = “ΦΘΟΥΤΙΚΑ ΠΛΑΘΗ”

for ARC FOR DANCE FESTIVAL



X STEREO NERO DANCE Co. = "KWAIDAN"

PRESS



Ιστορίες Μόδας | Μόδα και Τέχνη
(Fashion Stories | Fashion and Art)
with Katia Zygouli

The designer duet '2 plus 1 equals 2, Valisia Gotsi and Stella Panagoulou, travels through their collections to cities that gave birth to important artistic currents and draws inspiration for storytelling, from the movies.

VOGUE

GREECE

It's Vogue INTRODUCING



DO THE MATH

Η ΣΤΕΛΛΑ ΠΑΝΑΓΟΠΟΥΛΟΥ ΚΑΙ Η ΒΑΛΙΣΙΑ ΓΚΟΤΣΗ ΔΗΜΙΟΥΡΓΗΣΑΝ ΤΟ ΕΛΛΗΝΙΚΟ BRAND 2+1=2, ΜΕ ΝΟΜΑΔΙΚΟ CONCEPT.

ΤΟ 1919 ΔΗΜΟΣΙΕΥΤΗΚΕ ΣΤΟ ΓΑΛΛΙΚΟ avant garde περιοδικό *SIC* ένα κείμενο του Pierre Albert-Birot που είχε τον τίτλο «2+1=2». Από εκεί προέκυψε η ονομασία του brand της Στέλλας Παναγοπούλου και της Βαλίσιας Γκότση, οι οποίες μοιράστηκαν την επιθυμία να δημιουργήσουν ένα concept μόδας που να μην αντιμετωπίζει τα ρούχα σαν χρωστικά είδη, αλλά περισσότερο σαν πολυδιάστατες δημιουργίες, που αφηγούνται μια ιστορία και ταυτόχρονα μπορούν εύκολα να φορεθούν. «Οι τάσεις δεν μας αφορούν. Στοιχεύουμε στη διαχρονικότητα και στην άνεση», αναφέρει η Βαλίσια Γκότση.

Αν και διαφορετικές μεταξύ τους, μοιράζονται τον ενθουσιασμό για την τέχνη, τη γνώση, την περιπλάνηση. Έτσι, προκύπτει το νομαδικό concept πάνω στο οποίο βασίζεται το brand. Κάθε συλλογή είναι εμπνευσμένη από διαφορετική τοποθεσία και παίρνει το όνομά της. Με αφορμή ένα road trip που έκανε η Στέλλα στη Νότια Γαλλία, γεννήθηκε η συλλογή Άνοιξη/Καλοκαίρι 2019, με τίτλο *Rousillon*. Ακολουθώντας την αισθητική του τόπου, η παλέτα κινείται στους τόνους του κεραμιδιού και της ώχρας. Το concept της φωτογράφισης έχει στοιχεία country life, ενώ η αψίδα απεικονίζει το Mont St. Victoire, στο οποίο ο Paul Cézanne είχε αφιερώσει μια σειρά από πίνακες. Παρά τη νοτιά περιήγηση ανά τον κόσμο, διαπιστώνουμε μια σταθερή σχεδιαστική ταυτότητα: γεωμετρία, μίνιμαλ ύφος, μονοχρωμίες. Κοιτώντας τις δημιουργίες τους, διαπίστωσα αυτή τη συνέπεια, αν και διέκρινα διαφορές ανάμεσα στα ηθλικά φορέματα της παλαιότερης συλλογής, *Los Angeles*, και στα αυστηρά παλιό της *Κοινηγάγης*. Ρούτσια πώς συνδέονται και η απάντηση ήρθε από τη Στέλλα: «Δεν συνδέονται. Είναι 2 συν 1 ίσον 2! Δεν υπάρχουν κανόνες». • ΚΕΛΑΥ ΣΤΑΥΡΟΠΟΥΛΟΥ
*Info: www.2plus1equals2.com



ΔΗΜΙΟΥΡΓΙΕΣ ΑΠΟ ΤΗ ΣΥΛΛΟΓΗ ROUSILLON ΤΗΣ ΣΤΕΛΛΑΣ ΚΑΙ ΤΗΣ ΒΑΛΙΣΙΑΣ (ΑΡΙΣΤΕΡΑ), ΠΟΥ ΕΙΝΑΙ ΕΜΠΝΕΥΣΜΕΝΗ ΑΠΟ ΤΗ ΝΟΤΙΑ ΓΑΛΛΙΑ.



Feature in Vogue Greece

VOGUE

ITALIA



VOGUE

ARABIA

2WO+1NE=2

This Athens-based brand cites myriad cities across the globe as its inspiration, drawing influence from art, architecture, and music in its thought-provoking designs. Playing with proportions, prints, and textures, each piece is akin to a multi-dimensional artwork.



INSTYLE GREECE > Μόδα

Στέλλα Παναγοπούλου-Βαλίσια Γκότση: Οι δύο σχεδιάστριες του sustainable brand σας 2WO+1NE=2 μιλούν στο InStyle.gr για την ηθική μόδα και τη νέα τους συλλογή SS20

Κατερίνα Πιπέρη [f](#) [i](#)

07/02/2020 @ 11:00:30



LUXIDERS

MAGAZINE

LUXIDERS

FASHION BEAUTY DESIGN LIFESTYLE HOME JEWELRY SHOP

SEARCH



Fashion Story * The single woman *
Berlin



Feature in the sustainable fashion editorial of Luxiders Magazine, with outfit from S/S '17 København collection

"2WO+1NE=2 is one of the most innovative sustainable Greek brands, that promote ethical shopping."

-Vogue Greece

VOGUE

GREECE

2WO+1NE=2



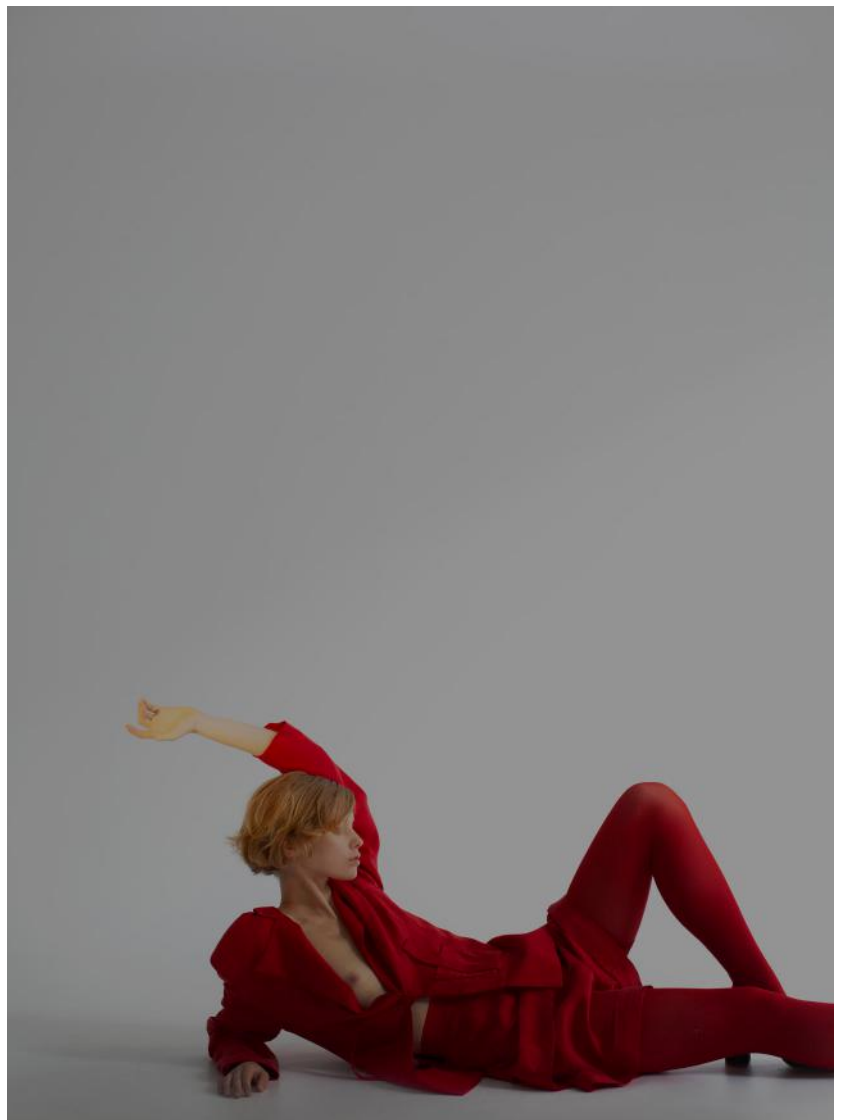
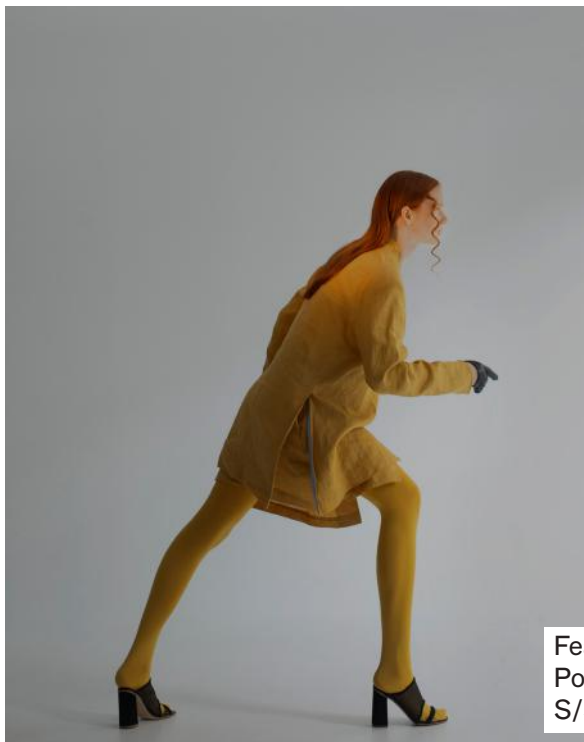
Feature in Vogue Greece

Οι συλλογές της **Στέλλας Παναγοπούλου** και της **Βαλίσσας Γκότση** δεν έχουν μόνο μια ιδιαίτερη φιλοσοφία (είναι αφιερωμένες σε διαφορετικές πόλεις του κόσμου και αντλούν έμπνευση από την κουλτούρα της κάθε περιοχής). Για την παραγωγή τους, η οποία γίνεται τοπικά με τους κανόνες της «αργής μόδας», χρησιμοποιούν οργανικές πρώτες ύλες, ενώ ανάμεσα στα φυσικά υφάσματά τους συγκαταλέγεται το περιφημο "tencel", ένα προϊόν επεξεργασίας ξύλου σε ελεγχμένο περιβάλλον με παντελή απουσία χημικών.

«Δεν υπήρξαμε ποτέ οπαδοί των trend», λένε στη Vogue Greece οι δύο ιδρύτριες του brand. Δημιουργούμε ενδύματα με αντοχή στο χρόνο, χρησιμοποιώντας αποκλειστικά γαλλικές ραφές που συμβάλουν στη μακροζωία του ενδύματος.

PEEPING THROUGH THE CHINK

A fashion story photographed by Thanos Poulímenos, styled by Notis Sakoulas.



Feature in Nasty Magazine, in collaboration with the photographer Thanos Poulímenos & the stylist Notis Sakoulas, with garments from S/S'19 Roussillon collection

SILENCE OF THE CROWD

A fashion story photographed by Mortria.



Feature in Nasty Magazine, in collaboration with the photographer Mortria & the stylist Notis Sak with garments from S/S'19 Roussillon collection

Solstice

Solstice

Editorials

Interviews

Submissions

Magazine

Contact

Citrus Summer



Greece

Photographer: Maria Saltaura
(Aura Photography)

Assistant: Vasilis Kolokythas

Stylist: Dimitra Stavropoulou

Make Up Artist: Christos Theophanous

Models: Kinga Kozuch & Natalia

Solstice



Feature in Solstice Magazine, in collaboration with the photographer Maria Saltaura (Aura Photography) & the stylist Dimitra Stavropoulou with garments from S/S'19 Roussillon collection

“Constantly,
we find
ourselves
subconsciously
imitating the
gesture, the
posture, the
speech pattern,
or the attitude of
someone else.
This photoshoot
is all about
this kind of
behaviour, the
“mirroring” that
knows no time
nor space.
It may goes
unnoticed
but it will
never stop from
happening.
It’s the eternal
illusion.”

KALTBLUT.

BY NICOLAS SIMONEAU / ART / MAY 26, 2018

TWINS BY MARIA KOKKINO



Feature in Kaltblut, in collaboration with the photographer Maria Kokkinou, with custom made dresses by 2WO+1NE=2

VOGUE ITALIA



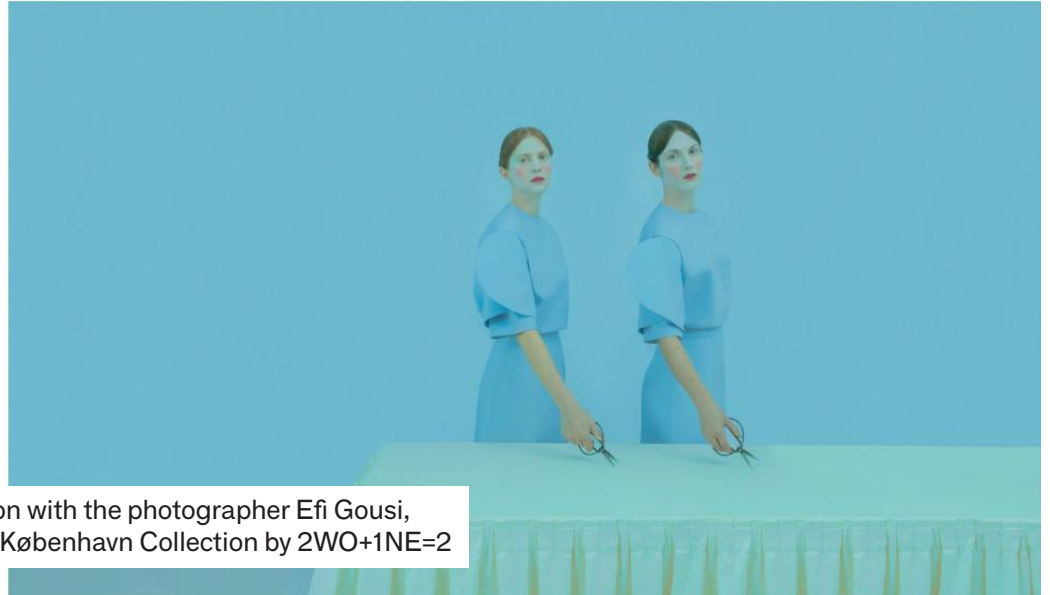
Feature in Vogue Italia, in collaboration with the photographer Maria Kokkinou, with custom made dresses by 2WO+1NE=2

VOGUE

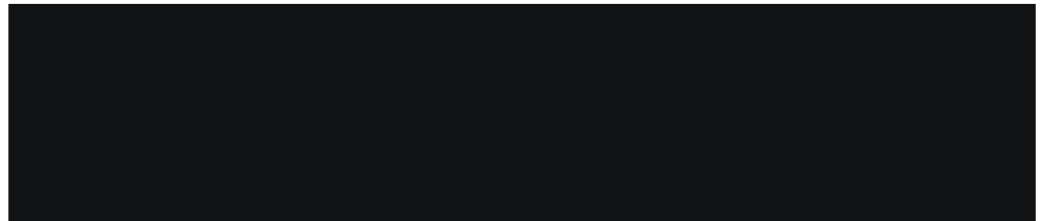
yatzer

Efi Gousi: Between Hyphen and Earth

Photo by Efi Gousi.



Feature in Yatzer, in collaboration with the photographer Efi Gousi, with garments from the S/S '17 København Collection by 2WO+1NE=2



NOWNNESS



nownness Raise your swords...

Photography by @efi_gousi

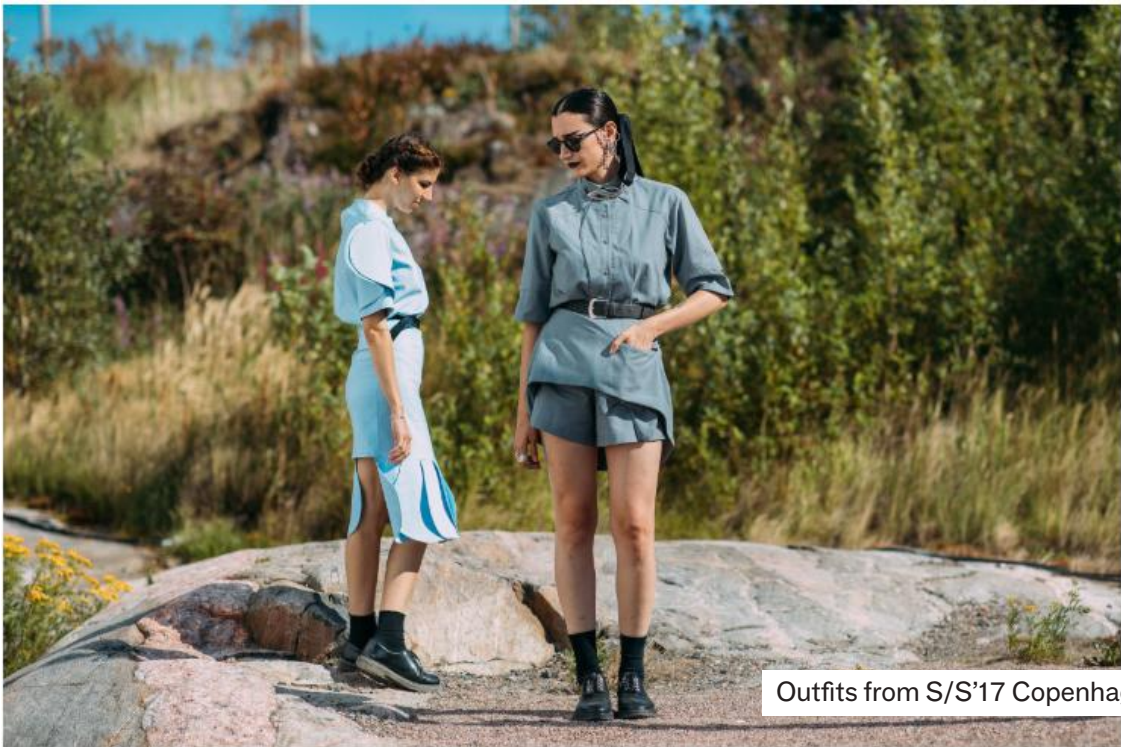
Feature in Nownness, in collaboration with the photographer Efi Gousi, with garments from the S/S '17 København Collection by 2WO+1NE=2

VOGUE

The Best Street Style From Helsinki Fashion Week Spring 2019



Outfit from S/S'18 Praha collection



Outfits from S/S'17 Copenhagen collection



STOCKISTS

GREECE

NOBLE STORE
12 APOLLONOS STR.
105 57 PLAKA, ATHENS

OZON BOUTIQUE
ATHENS
[HTTPS://OZONBOUTIQUE.COM/](https://ozonboutique.com/)

UNITED STATES

POPELLA SHOP
WASHINGTON
[HTTPS://POPELLASHOP.COM/](https://popellashop.com/)

AUSTRALIA

FASHION BOUNDARY
MELBOURNE
[HTTPS://FASHIONBOUNDARY.COM/](https://fashionboundary.com/)



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73 33

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67 75

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