

Cartier

WOMEN'S INITIATIVE AWARDS



2017 FINALIST FOR EUROPE

MARINA ROSS

Russia

Nanobarrier: Retail brand HYDROP

WWW.HYDROP.RU

A superhydrophobic nano-coating that protects clothing and footwear from wear and tear

Russia's unforgiving winters were the inspiration behind a business which has developed innovative protective nano-coating technology for clothing and shoes, with serious eco-friendly credentials. Nanobarrier was founded by 30-year-old Russian Marina Ross after she noticed how quickly her clothes and shoes deteriorated during the harsh winter months. The tech entrepreneur, who has a degree in psychology and an MBA in business, worked with her co-founder Andrei Grunin for six months researching water repellent solutions before developing Nanobarrier HYDROP,



a superhydrophobic, self-cleaning nano-coating that protects suede, nubuck and textile surfaces by repelling liquids and stains.

“ We girls have a lot of beautiful things that we can bring to the world, and we can achieve this through entrepreneurship ”

A SOLUTION TO POLLUTION

The textile industry is the second most polluting industry, after oil, because 25% of the world's chemicals are used for textile production, but most people wear only around 20% of their wardrobe. Using Nanobarrier HYDROP means clothes don't need to be thrown out just because they are stained; promoting the 'slow fashion' movement of saving and caring for products and buying less. "One treatment of our product can protect your footwear for at least three months from wet weather and accidental spills."

It is also the world's safest proofing spray: invisible, eco-friendly, 100% breathable, non-flammable and odourless, making it safe to use on skin and around children.

INSPIRING ENTREPRENEURSHIP

Marina wants to motivate more young women to set up their own businesses in Russia. "Taking part in this international award is a great and unique opportunity. More and more girls are starting to realise that it is possible for them to set up their own companies."

From launching just one product, HYDROP has developed and launched six products and has sales in 20+ regions of Russia and CIS (Former Soviet Union) countries.

As well as selling direct to consumers, HYDROP sees enormous potential selling to restaurants, hotels, cleaning services, restoration services and construction companies.

“ Often, clothing or footwear is perfectly okay, it is not worn out - it just has a stain. My product wants to prolong the life of clothing ”