

Anna Franziska's Story



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In 2020, Anna Franziska Michel founded YOONA Technology, a cutting-edge design software solution. With this new business venture, her main goal was to digitally transform the fashion industry, by helping fashion market players produce customer-centric designs and shorten the overall design process.

This, however, wasn't what Anna set out to do. She began her journey by founding her own fashion label after completing her studies in fashion design at HTW (Hochschule für Technik und Wirtschaft) in Berlin.

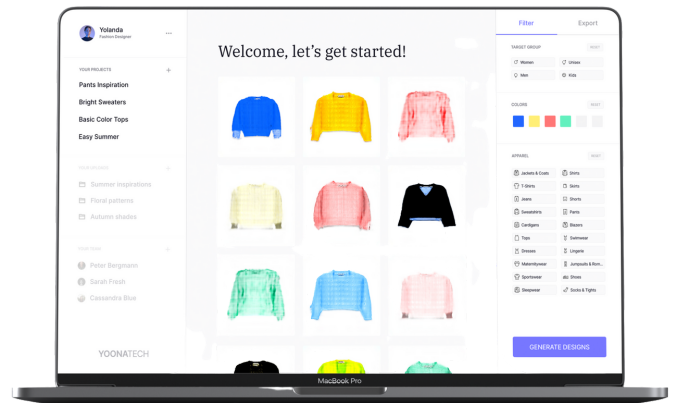


While working on her collections, she realized that fashion processes are slow and inefficient, with the majority of processes still being manual. Trend research, drawings, paper patterns, all the processes remained the same as they did 50 years ago, and required a lot of time and energy. In fact, the old long-winded design process almost led Anna Franziska to burn out. It was at this point that she realized the current design system was completely out of date, and a new digital format needed to be developed to change the world of fashion design for future success. All of this led up to YOONA software solution being created; the deep-tech innovative analytical tool that analyses and processes all possible data into success-orientated designs.



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From early 2019 until now, Anna Franziska has received several awards and recognitions, including the “Digital Female Leader Award” in the Innovation category. The Digital Female Leader Award is an award for inspiring women who advance and shape digitization. The award is an initiative of Global Digital Women (GDW) in cooperation with our partners and sponsors and is awarded by a jury of diverse experts. This year we award the DFLA for the fifth time.



Today, Anna Franziska is a moving power behind YOONA Technology.

She is a game-changer and is constantly leading her growing team on the way to achieve her mission: creating an efficient sustainable value chain in the design industries. Anna Franziska believes, that sustainability is impossible without digitalization. To eliminate the consequences of inefficient, outdated, and costly design processes companies must embrace technology today and Anna Franziska is ready to demonstrate then how to implement this change.

