

From a Demanding Motorcycle Trip in India to a New Business Idea



Tanja Kisker in Gothenburg has always been an active entrepreneur, working from her shop in Vasastan in the centre of Gothenburg. Internationally trained in Advanced Lettering, she has helped many business owners to a personal image of their company and products. She is known to the public through her gracefully hand texted diplomas, including the ones for 'the Gothenburger of the Year', e.g. the politician Jan Eliasson and the soccer player Thomas Ravelli.

From Lettering to Quality Fashion

A popular education in Advanced Lettering originated from the business at Tanja Unlimited AB. From there it was a step, both short and long, to get involved in the clothing industry. During an adventurous motorcycle journey in India on newly manufactured "Royal Enfield Bullet" - motorcycles (a total of fourteen) led by a so-called Road Captain, Tanja got an idea for a new business

Tanja Kisker got an idea for a new business when she drove through Rajasthan in India on a "Royal Enfield Bullet 500cc."

manufacturing of her own clothing brand in India.

- My company Tanja Unlimited AB is direct importing scarves, self-designed dresses in silk and jackets made of 100-year-old baby blankets and camel covers. Each copy of our Ragpicker Jeans is unique (available only at Tanja Unlimited AB); Tanja says proudly.

Visiting India for Purchase and Support

- I travel regularly to India to visit my suppliers in Delhi, Rajasthan, Ludhiana and Dehradun. I get around by train or motorcycle and am involved in the production in the factory or on the farm – all the way to the finished product. In that way I can guarantee that products are produced in a correct and proper way.



Tanja Kisker on a purchase trip in India.

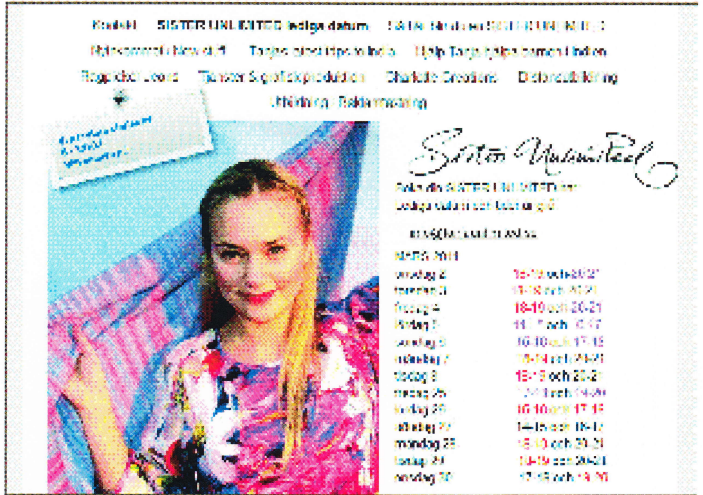
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Tanja Unlimited AB also supports a school for the deaf and dumb children in Dehradun in northern India, economically and also with practical help during her visits in the country. Tanja regularly visits the school to teach the oldest children Advanced Lettering, a good basis for them to eventually be able to earn their own money and maybe start their own business.

- Being disabled in a country like India is very different from at home, and to be able to earn a living is a necessity for living a dignified life, says Tanja.

Sales by Events

The sales of the products take place in the store and through so-called "Sister Unlimited"-events. Anyone who is a Sister Unlimited (or Brother for that matter) may invite their friends on a free viewing booked at Tanja Unlimited AB in the centre of



Tanja Unlimited is also available online, including the company's website and a "fan club" started on Facebook by some customers for the Sister Unlimited concept.

Gothenburg. For one hour you socialize and try on scarves and

clothes while light refreshments are served. Tanja is showing a slideshow from her purchasing trips and from the own production in India. The group is during the evening entitled to a discount on the entire range. Everyone is welcome and there is absolutely no obligation to buy.

- To make it easier for the Sister who invites, I arrange a personal invitation, with a portrait of the Sister and contact information. The group shall be of no less than 10 and no more than 24 people. When the event is finished, you belong to the Sister Unlimited Group and receive regular mailings with news and benefits.

*Translated by:
Ina Rehlund*



Tanja Kisker educates deaf and dumb children in Advanced Lettering & Layout in Dehradun, India.