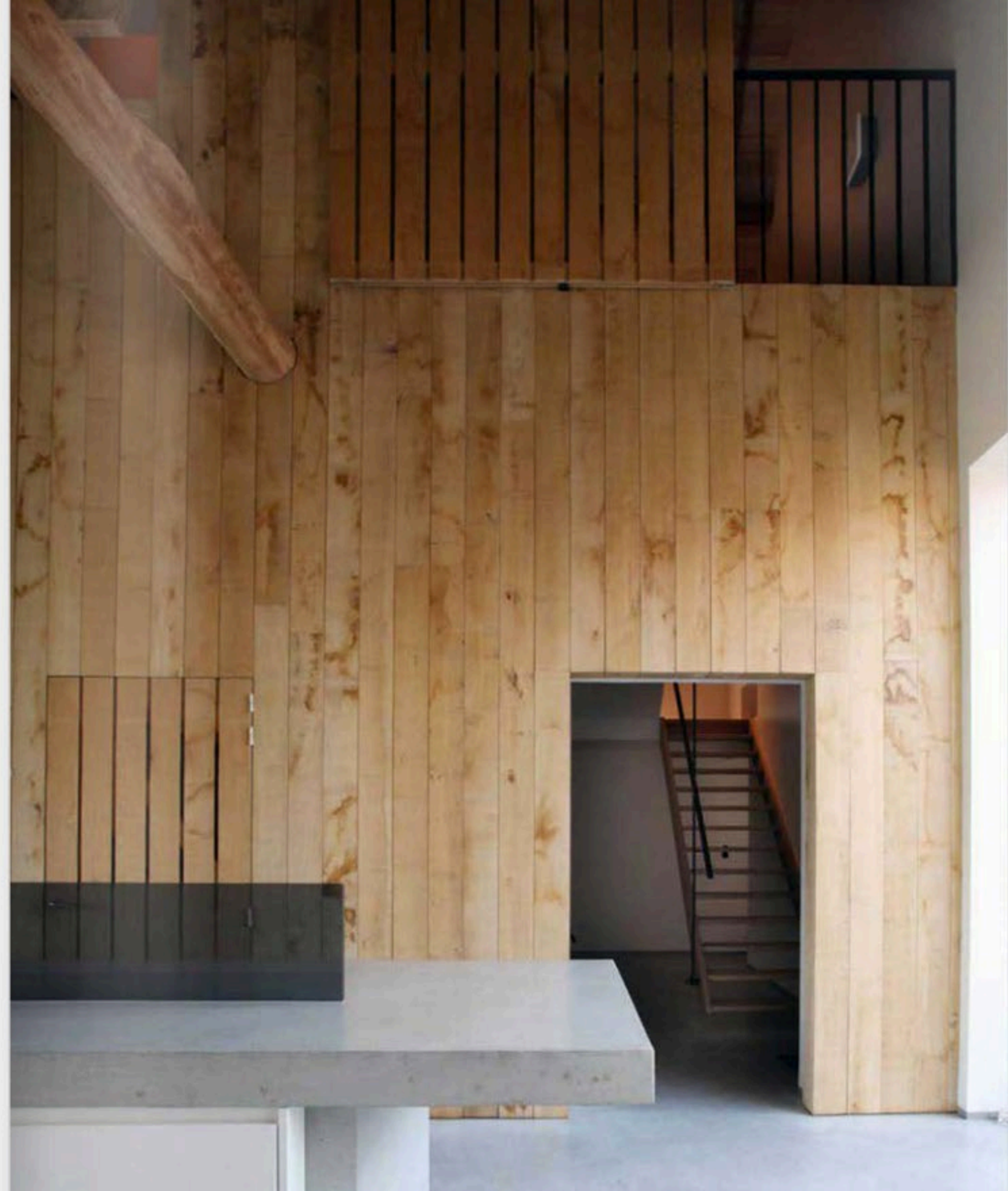


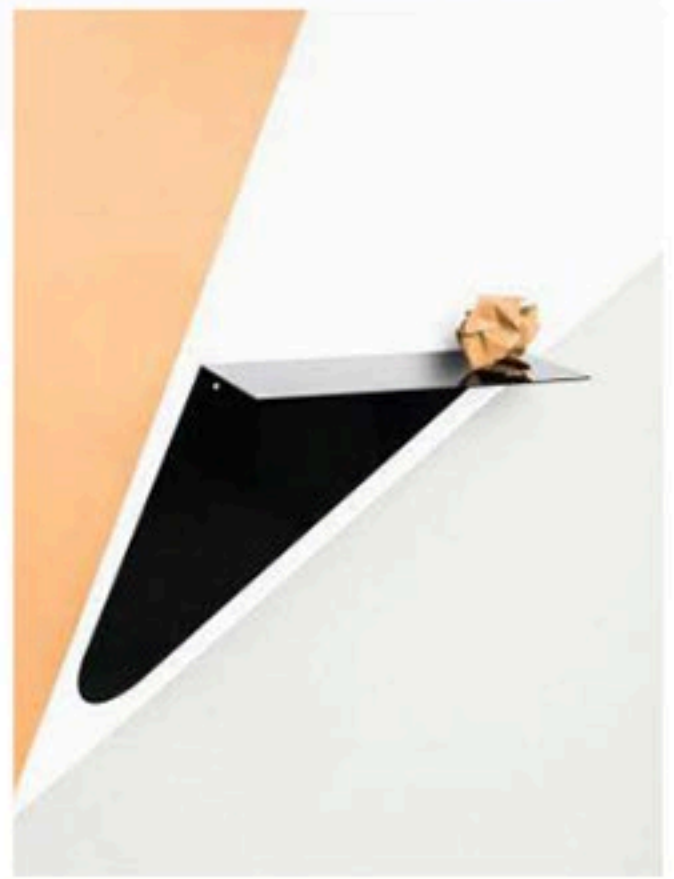
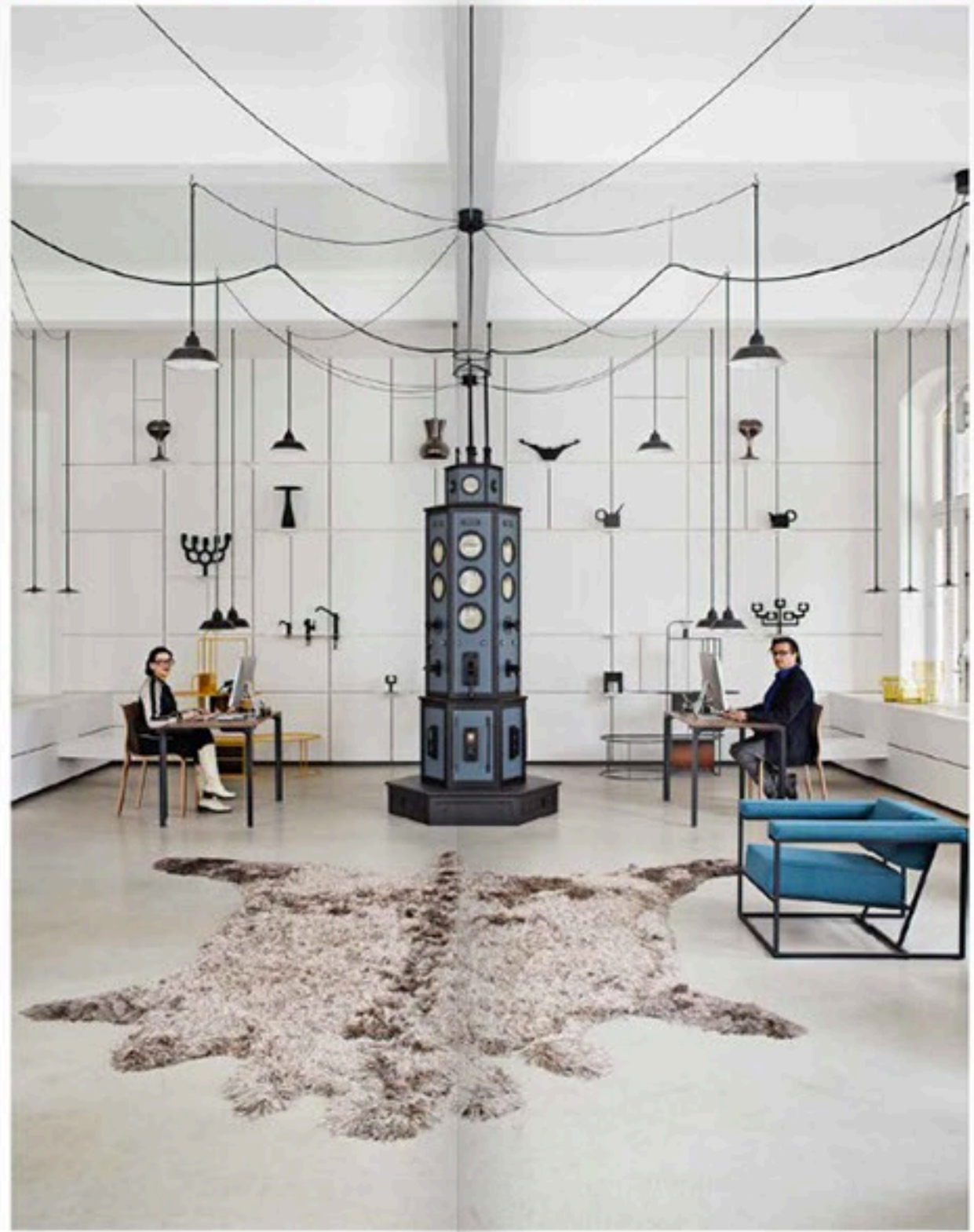
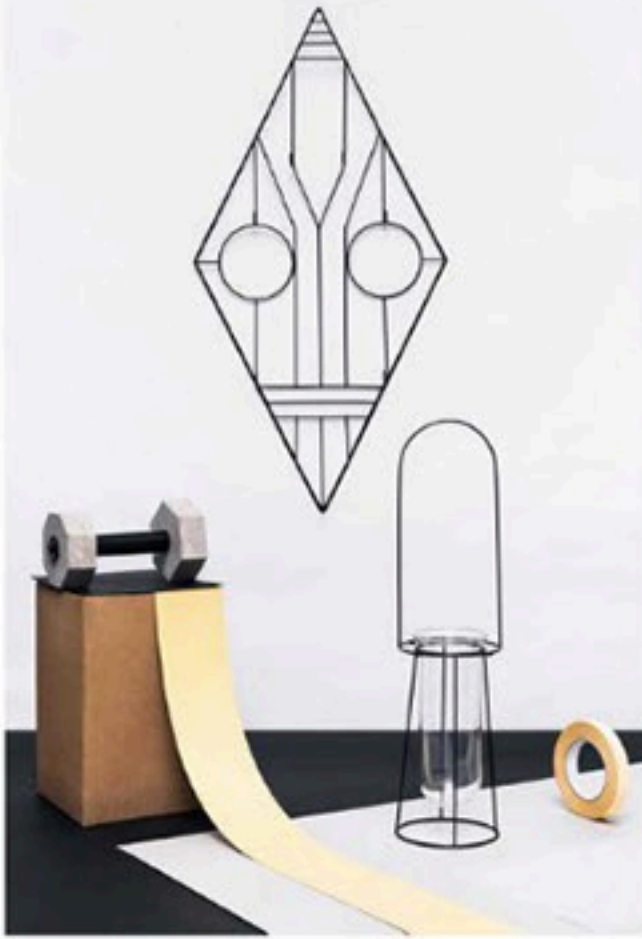
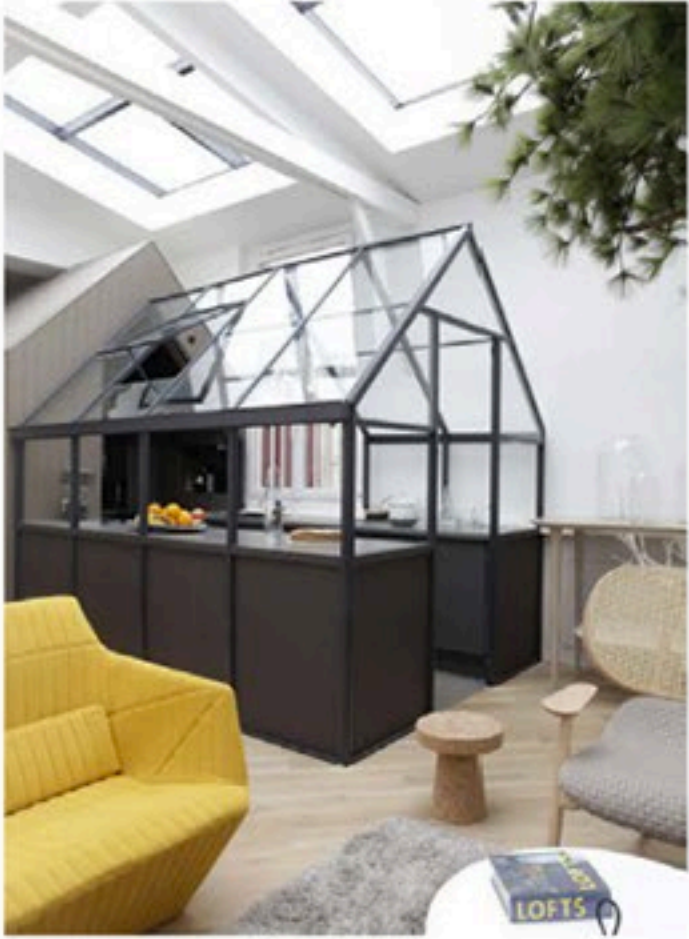


YOUR BLOG IS HUGE SUCCESSFUL AND A SOURCE OF DAILY INSPIRATION TO SO MANY, HOW DID YOU MAKE THE DECISION TO LEAP INTO THE BLOGGING WORLD?

When I first started the blog, I had no idea why or what I was doing in so many ways. There was no plan or strategy in place, and I had to learn everything along the way. At the same time, I felt compelled to try something new and out of my comfort zone. I'd been collecting images, inspiration and all kinds of information during the 15 odd years of working as a designer, and at first I thought the blog was going to be a good way to catalogue my research and share it with others. I never had any expectations from the blog and I certainly had no idea that people would actually read it! But I guess if I'm 100% honest, I think I was secretly hoping that the blog would somehow "show me the way" to my utopia, but I had NO IDEA how this was going to happen. It was like walking into a room full of thick fog and hoping I'd end up somewhere good, but I couldn't even see how big that room was, what was in it, where I was going... I literally just had to take one step at a time and trust myself and the process.

On a personal level, I used to be petrified of speaking publicly and putting myself 'out there' just like so many of us. My decision to start blogging was a conscious effort to get over myself and to 'face my demons' in order to become a better person and a better designer. So far, my decision to conquer one of my biggest fears has definitely been my best one.





WHAT HAS BEEN A HIGHLIGHT SINCE LAUNCHING YELLOWTRACE BLOG?

There are so many, but the fact that Yellowtrace has been so well received, and has grown naturally and organically into a legitimate part of our core business is definitely up there! I absolutely love what I do, so all the hard work doesn't feel so hard most of the time.

WHAT IS SOMETHING OUR READERS WOULD BE SURPRISED TO KNOW ABOUT YOU?

English is my 2nd language. I was born in a little sleepy town in former Yugoslavia called Bosanski Brod, where we left when the Bosnian civil war started. I've called Australia home since I was 17. Talent and beauty can reduce me to tears in an instant – I easily cry when I'm inside a stunning interior / seeing an amazing piece of art / watching a talented performer etc. and i'd give almost anything to be able to whistle like a boy!

