

# Q&A

Shaped by an extraordinary journey, Fobbing entrepreneur and Gentle Currents owner Branka Gluhinic transforms wool and memory, into handcrafted pieces that inspire a kinder, slower way of living

WORDS: Lauren Knight

**Your journey from the Croatian army to a craft entrepreneur is extraordinary. How has that shaped your mindset as a business owner?**

My time in the army taught me lessons no classroom ever could – discipline, patience, and the ability to keep moving when life feels uncertain. Felting itself mirrors this: loose wool fibres, gently shaped repeatedly, become strong and beautiful. I approach business the same way – with respect for community, honesty, and quiet resilience.

**What first sparked your interest in becoming an entrepreneur?**

It was a slow awakening in my heart. After years in accountancy, I realised I was helping to build other people's dreams while my creativity was waiting at home. Creating the Sina range in memory of my son showed me that entrepreneurship can hold both emotion and practicality. That's when I understood my future must be made with my hands.

**How does honouring your son Sina's memory guide the range?**

The memory of Sina is the thread that runs through everything I do. The Sina range isn't just a product; it's love given a form. Each piece is created with the tenderness I would've wrapped around him. My mission is that his name continues to carry warmth, creativity, and care into the future.

**Pure Wool Baby Cocoon is a unique concept. What inspired you to revive the ancient art of wet felting?**

The Pure Wool Baby Cocoon emerged by imagining the safest, most natural embrace for a newborn. Wet felting is a time-honoured craft that uses only wool, soap, and water – nothing harsh, nothing wasted. I wanted to revive that simplicity for modern parents surrounded by disposable culture. The cocoon combines traditional technique with present needs and offering babies a breathable, handmade start to life. Alongside the cocoon, I design wool clothing and accessories that celebrate the power of natural materials and invite people to rediscover their benefits. Wool is a remarkable fibre – 100 per cent natural, recyclable and sustainable. I grew up watching older generations wrap up in



Branka Gluhinic with baby in The Pure Wool Baby Cocoon

PHOTO: HALINA NORWISSE

woollen scarves to ease arthritis, instinctively trusting its ability to manage moisture and deliver gentle, comforting warmth. Naturally anti-allergenic, low-impact to produce and kind to sheep and planet alike, wool regulates body temperature, resists static and stains, and offers lasting comfort – nature often perfects what we’re still trying to improve.

**How do you balance sustainability with running a business?**

Harmonising sustainability with business demands requires daily conversations with myself. Eco-conscious values like refillable systems, minimal waste, and durable design guide my decisions. Yet I must remain practical about costs and time. I don’t see sustainability as an obstacle but as the foundation of trust. Customers feel the difference when a brand’s invested in the future, and that loyalty supports the business.

**What fills a typical day for you?**

Most days begin at 6am with walking three dogs, feeding three cats, and making plans for the day. These entail responsibilities for the beauty clinic I run and crafting wool for my soul. Juggling several businesses is challenging, but routine helps me. It involves clear lists, respect for my limits, and time with local crafters who remind me why I began creating in the first place. Creativity keeps me productive, and community keeps me grounded. This month, I’m launching courses for wet felting, nuno felting, and needle felting in Fobbing’s Church Hall.

**How would you describe your leadership style?**

It’s gentle but organised. I value listening, encouraging beginners, and allowing ideas to grow naturally. From my army days, I keep discipline and reliability; from motherhood, I bring empathy. In my team, I instil honesty, respect for materials, and care for customers. People work best when they feel safe, seen, and creatively free.

Baby Joshy in The Pure Wool Baby Cocoon

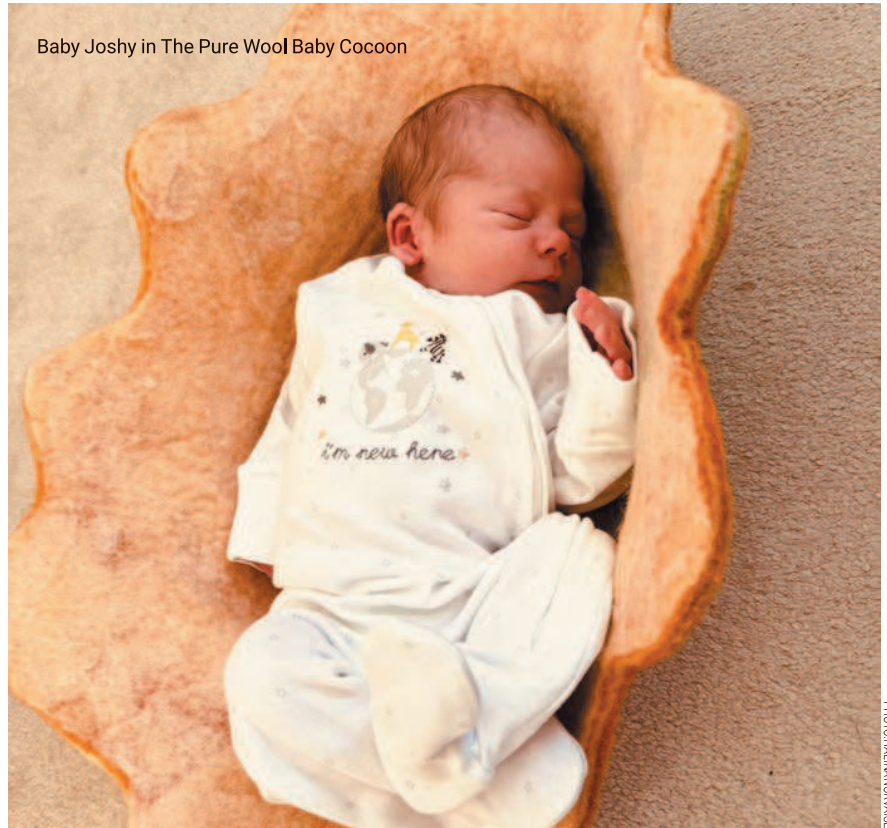


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**What’s the biggest insight to come from your business journey?**

Foundations matter more than fast growth. I’ve learned to understand my customers first. Many of them are local old crafters who desire technique and companionship. My advice to others launching their first venture is to start small, learn their craft deeply, and don’t promise what they can’t sustain. Let the product speak the truth.

**Entrepreneurship often comes with setbacks. How do you stay motivated during challenging times?**

Setbacks are part of life and part of felting. When a design collapses, I start again and take my time. I remain driven by teaching basic classes, seeing beginners smile over their first piece, and remembering why the Sina/Maya range matters. Motivation for me isn’t loud ambition, it’s quiet purpose renewed each morning.

**If you could sit down with your younger self, what wisdom would you pass on?**

To choose meaning early, not just security. While numbers and military discipline are useful, it’s not worth waiting years to listen to your creative heart. Build a community around your craft through your first customers, enjoy the process, and be honest about materials and prices. Business should feel like a gentle current, not a battle. ●

[purewoolcocoon.com](http://purewoolcocoon.com)

**SHEAR JOY**

**One business app you can’t live without?**

It’s not an app, but the biggest thing in my life is helping animals. I’ve rescued hundreds of dogs and cats and I support some small organisations.

**Favourite Essex spot for inspiration?**

Exploring the nature on my doorstep. Walking the dogs around Fobbing is a blessing, and gives me time to appreciate our stunning surroundings.

**What was Pure Wool Baby Cocoon’s initial investment worth?**

I speak of investments in terms of what you can measure in grams of wool and silk.

The biggest investment is knowledge, and the largest expense is time; no gold can cover time. I spend days and nights working and learning about wool.

**What’s your go-to motivational quote?**

As the Pythons say: ‘Always look on the bright side of life.’ It’s important to play because life’s hard enough.

The Pure Wool Baby Cocoon



PHOTO:BRANKA GLUHINIC