



From Ukraine to Luxembourg – the story of Liudmyla and her company *Provence Textile*



For the launch of a new series in our NEIES, highlighting local businesses in the Commune of Niederanven, we visited the office and showroom of Provence Textile, a company that not only offers high-quality textile solutions but also carries an inspiring story of resilience and success.

(f.l.t.r.: Alla Hordieieva & Liudmyla Kubovuych)

Liudmyla Kubovuych is the founder and owner of Provence Textile. With a degree in interior design and over 14 years of experience, she had started her company in Ukraine. When the Russian invasion of Ukraine in 2022 shattered the peace in her home country, Liudmyla had no choice but to leave. With her son, her small daughter, only 7 months old, and with a close friend who is also a mother of two children, they set out in search of safety.

As fate would have it, their car broke down on the highway near Luxembourg, where they started searching for a way forward. Through a friend, they learned that there was a family in the Commune of Niederanven willing to host them.

As time passed, Liudmyla recognized that the war in Ukraine would not be over any time soon, so she decided to return to her work as an entrepreneur by establishing Provence Textile in Luxembourg. However, this process didn't come without hurdles. Registering her business took time, and the question of finding an office space proved to be even more challenging. But once again, the people of our Commune played a crucial role. A property owner was willing to rent to her the perfect location in Senningerberg.



Today, Provence Textile provides unique and custom textile solutions for clients in the HoReCa sector, as well as for residential and office spaces.

Together with her business operations assistant, Alla Hordieieva, Liudmyla brings her passion for design and her expertise in textiles to those seeking the perfect aesthetic for their spaces. From restaurant textiles and staff uniforms to bedcovers, cushions, towels, gowns and even curtains and



roller blinds, their offer is wide-ranging and includes customised advice. Every textile product is made on request in Ukraine, allowing the customer to personalise their order to the maximum.



Interestingly, the team had to adapt to Luxembourg's distinct lifestyle and preferences. Through their work with several well-known companies, they noticed a cultural contrast — while tablecloths and curtains are a cherished tradition in Ukraine, widely used in households, Luxembourgish customers tend to reserve tablecloths for special occasions, favoring simple table runners for everyday use.

Looking ahead, Liudmyla aims to expand her company, streamline transport routes from the sewing factory to Luxembourg, and gain recognition within the local business community.

We sincerely thank Liudmyla for sharing her inspiring journey with us and wish her and her whole team continued success in all their future projects.

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