

Biography

Danijela Velimirović graduated from the Department of Ethnology and Anthropology at the Faculty of Philosophy in Belgrade in 2001. The same year, she received the “Borivoje Drobňaković” award from the Ethnographic Museum in Belgrade for her graduation thesis “The Figure of Miloš Obilić in Serbian Tradition”. She obtained her master's degree in 2006 with the thesis “Fashion Production of Aleksandar Joksimović as a Social and Cultural Phenomenon” and her PhD in 2012 with the dissertation “Socialist Chic: Fashion, Ideology and Consumer Culture in SR Serbia.” In 2004, she was employed as an assistant at the Department of Ethnology and Anthropology at the Faculty of Philosophy in Belgrade. She was appointed to the position of assistant professor in 2012 and associate professor in 2022. She was the author and coordinator of the project “Fashion in Socialism: The Example of *Sirogojno* Knitwear” based on which fieldwork practice was implemented for ethnology and anthropology students in cooperation with the Open-Air Museum “Old Village,” Sirogojno (2006–2012) and Sirogojno Company (2013–2014). On the occasion of the 50th anniversary of the launch of Sirogojno hand-knitted garments production, she curated the exhibition “Sirogojno and Dobrila: A Story” at the Ethnographic Museum in Belgrade in March 2013. She was a contributor to the ninth volume of the *Berg Encyclopedia of World Dress and Fashion* (2010). So far, she has published two books: *Aleksandar Joksimović. Fashion and Identity* (2008) and *Kiblas, Baklavas and Fistas: Traditional Material Culture of Serbs in the 19th and Early 20th Century* (2021), as well as numerous academic papers. She was a member of the Board of Directors of the Ethnographic Museum in Belgrade (2014–2017) and a member of the editorial board of the journal *Glasnik Etnografskog muzeja* [Bulletin of the Ethnographic Museum] (2009–2017). Since 2024, she has been a member of the editorial board of journal *Nasleđe* [Heritage]. She mentored the student exhibition “Glamour ‘Serbian Style’: High School Proms (1991–2014)” by Marijana Stracenski, Dejan Matlak, Dejan Balan and Ivana Barišić, held at the Ethnographic Museum in Belgrade in 2015. Together with Ildiko Erdei, she was a mentor for two student exhibitions: “Advertisement: A Frame for the Portrait of the Contemporary Woman” (2016) by Sara Nikolić and “Cubic Universe: Lego in Serbia” by Ana Dajić (2017). Danijela Velimirović has also been developing the concept and mentoring the student practicum “Detective in the Museum: Analysis of Artifacts from the Museum’s Collections” at the Ethnographic Museum in Belgrade since 2022.

In 2025, she was the president of the Organizational and Program Committee of the national scientific conference “The Social Life of Fashion in Serbia from the 19th Century to the Present,” which brought together over 70 participants from various disciplines. She has given numerous guest lectures and participated in many national and international academic conferences.