

S'DRESS®



Brand Principles

Highly intelligent and beautifully functional

High aesthetics, low maintenance

Environmentally friendly comfort

Sustainable and ethical

No zips, no buttons, no labels, no dry cleaning

Suitable for any lifestyle and any type of travel,
including to space

Made in Italy

As seen on



Amal Clooney



Rose Leslie



Dame Helen Mirren



Fashion for the future

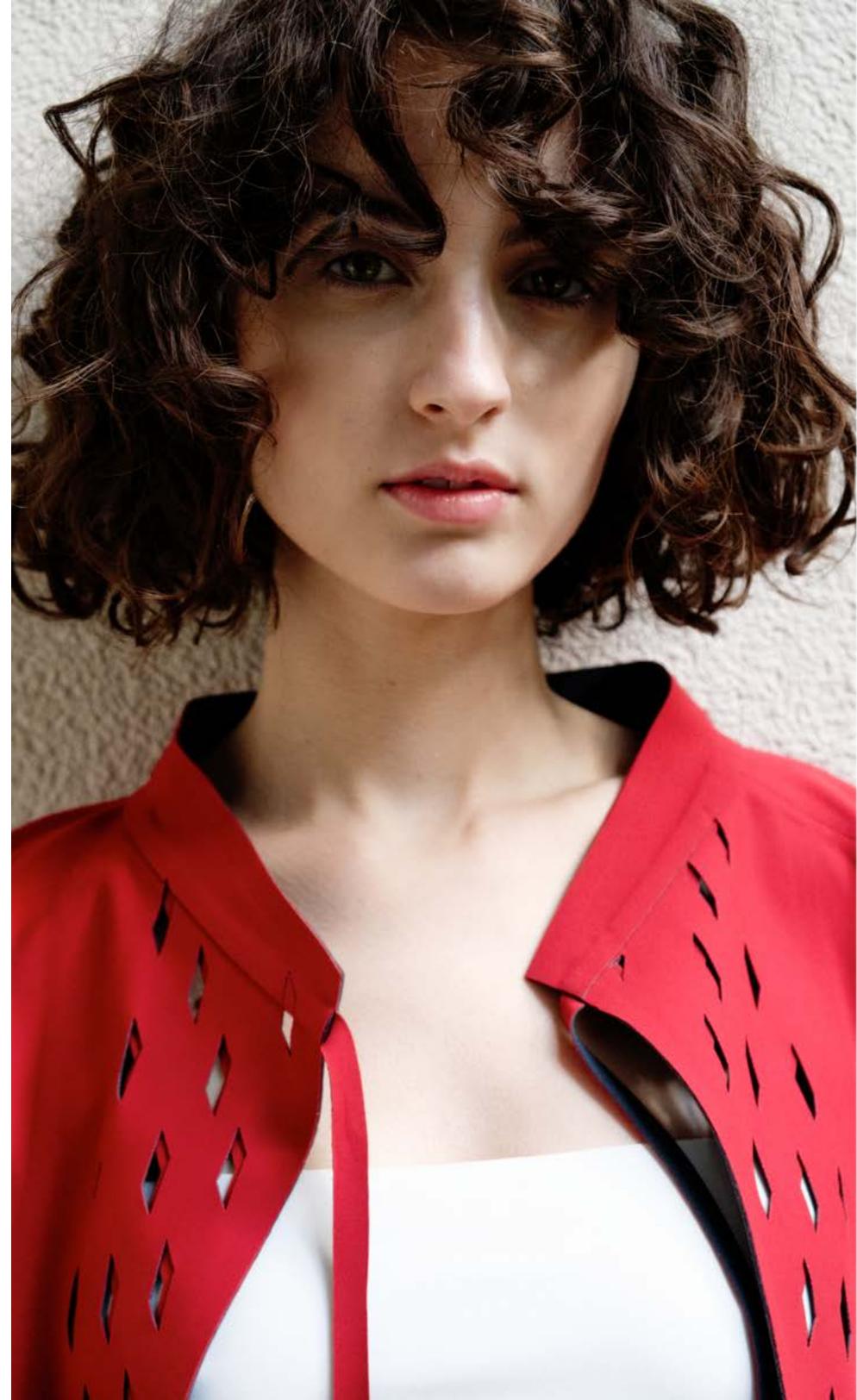
Fashion has not changed much over the last century and is still made in the same way as in the past. As everything in our lives is becoming multifunctional, clothes will inevitably follow.

SDress is at the intersection of design and technology. Made with the latest ultrasonic bonding techniques and designed for the space age and the new environmental consciousness, SDress is paving the way towards the future of fashion.

Functionality

SDress is pioneering the trend with functionality at the core of its design and philosophy.

Designed to adapt to the woman and her lifestyle, while never compromising on style, we use ultrasonic and thermal bonding technologies that produce a sophisticated futuristic look and a comfortable smooth finish.





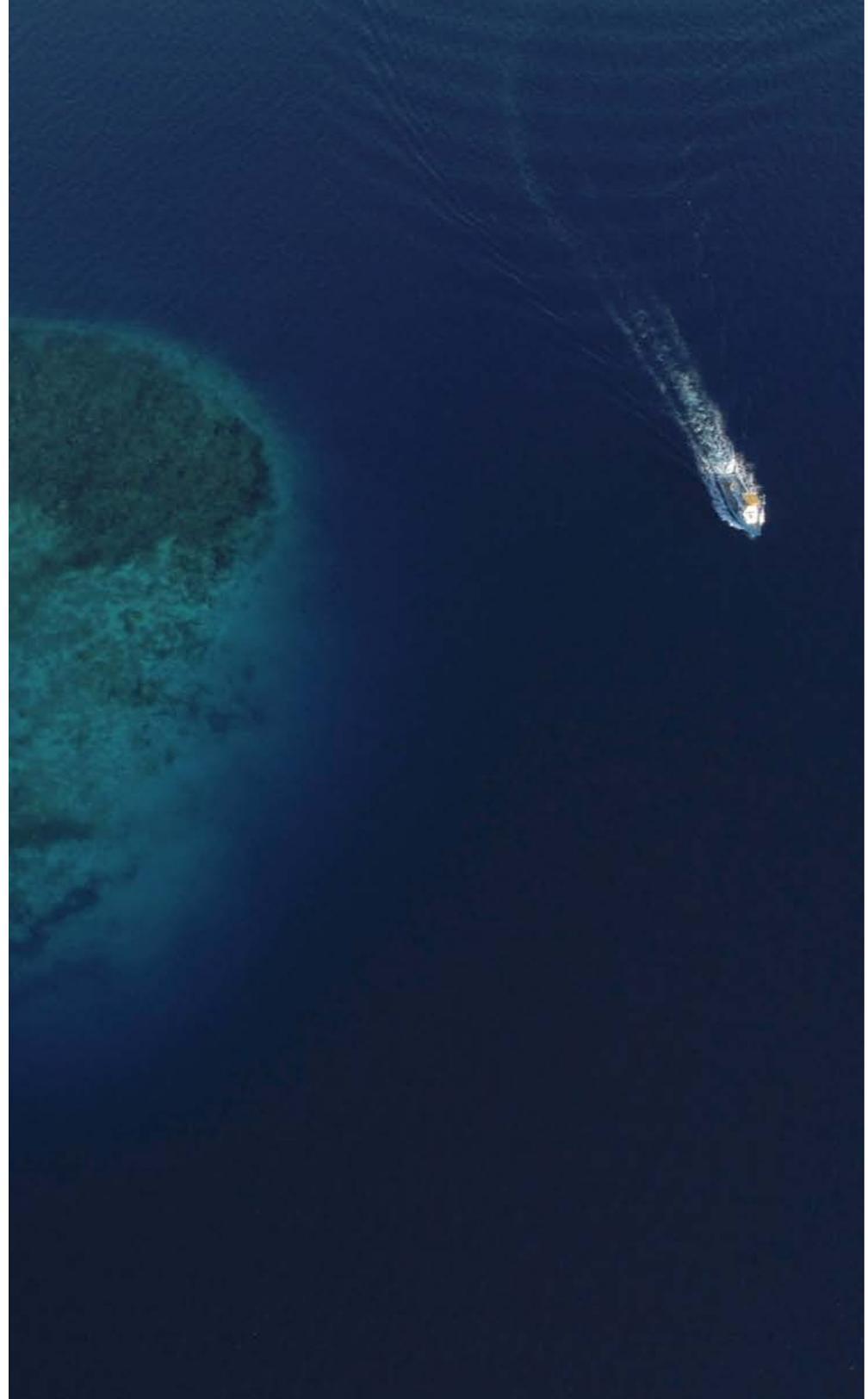
Sustainability

SDress is made with eco-certified fabrics that do not lint or dissipate and therefore do not pollute the waterways by shedding particles.

The fabrics are manufactured in a patented carbon neutral process that uses minimal amounts of water, unlike the rest of the textile industry, the second biggest polluter after the oil industry. This process provides for the water to be recycled on average 3 times and fully filtered before it is discarded.

The fabrics used for SDress are 7 times more durable than most fabrics. SDress designs follow that by being trend proof.

The fashion industry is the second most polluting industry in the world, after oil. The impact of fashion on our planet's eco system is colossal. The textile industry processes consist of many stages of baths with chemicals and dyes, and rinses in between all parts of the process. Most fabric preparation steps, including desizing, bleaching and mercerizing, use water. The used water is usually returned to our ecosystem without treatment. For example, processing a cotton shirt discards up to 8,000 different synthetic chemicals into freshwater. Indian textile industry uses over 1.9 billion litres of water (425 million gallons) every day! The Wall Street Journal attributes 505 gallons (or 2,295 litres) to production of one pair of Levi's jeans. China's textile industry discharges over 2.5 billion tones of wastewater each year.

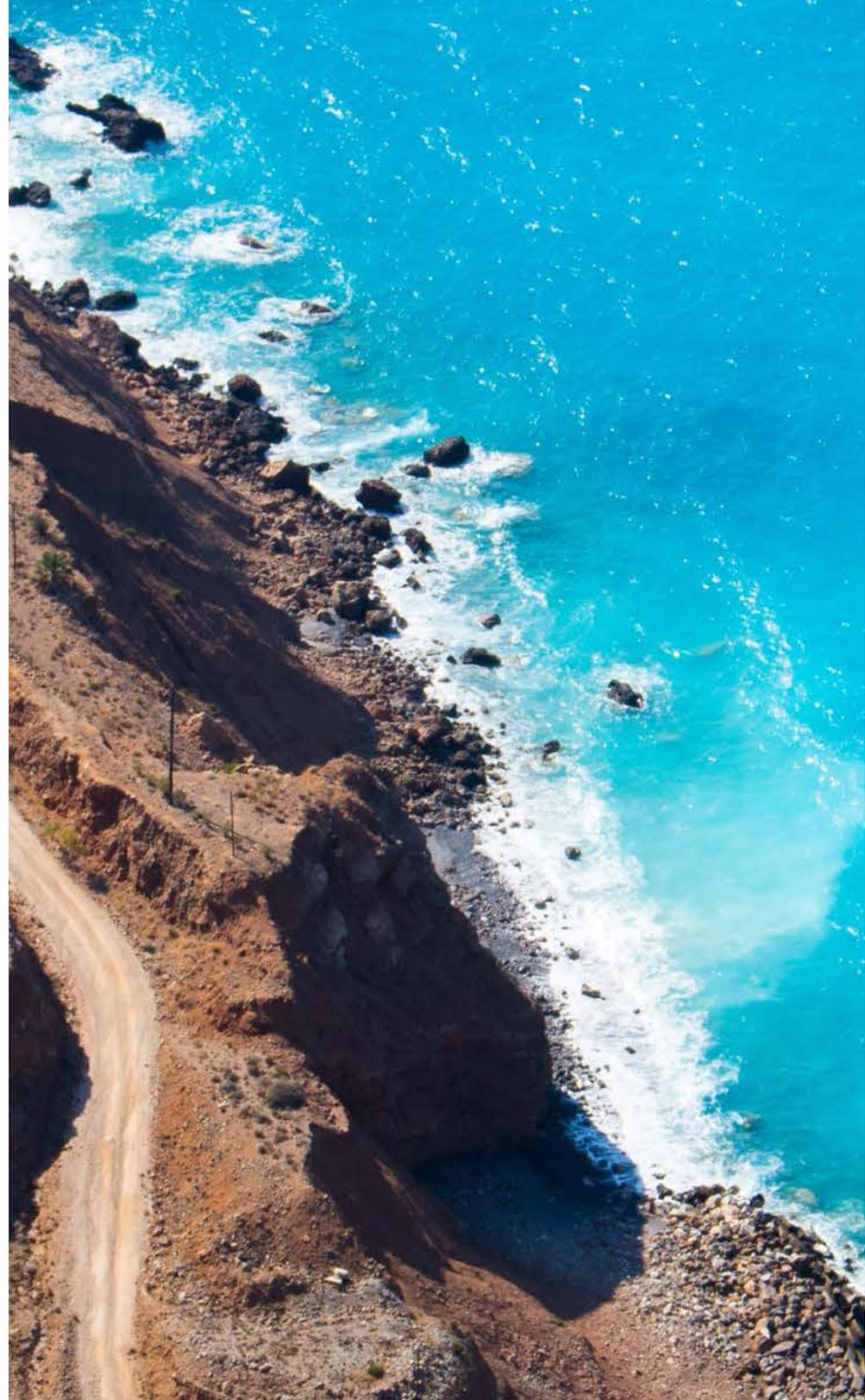


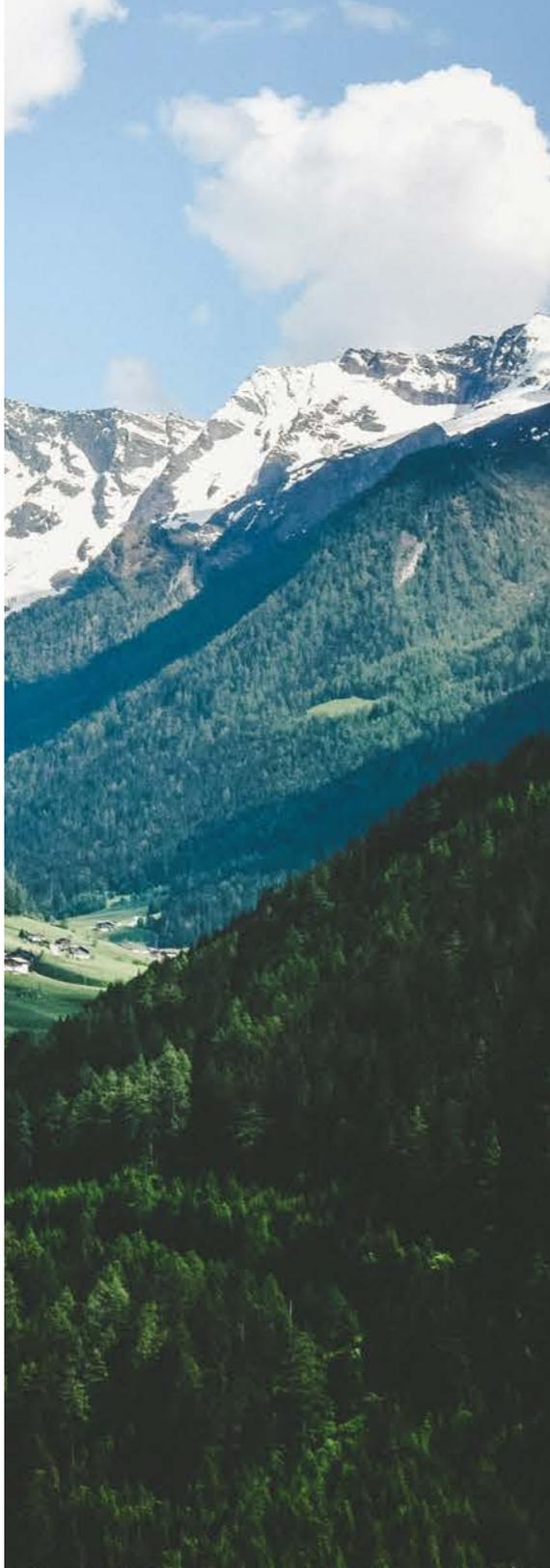


At SDress we are proud to be using only eco-certified fabrics, made at a carbon neutral factory endorsed by WWF for it's commitment to the environmentally responsible practices.

Compared to cotton, the fabrics we use are manufactured using half the amount of water, a fraction of energy and producing reduced emissions in a patented manufacturing process. All dyes are non-toxic and all fabric waste is recycled and reused. Water used in the manufacturing process is filtered and reused and every single step of the production process is optimized for minimal environmental impact.

The environmental impact of fashion manufacturing continues into the life of the garment after it has been sold to the end consumer. For example, in washing, the fabric microparticles are released into the waterways and eventually end up in fish and can be found in their stomachs as bundles of fibers. The fabrics we use are stable and do not lint and therefore do not pollute waterways in washing. Moreover, the sustainable design of SDress is conceived to fuse aesthetics and durability. Compared to cotton, the fabrics we use last seven times longer and use little energy for care as every single piece of SDress collection requires minimal maintenance being machine washable as well as requiring no dry cleaning and no ironing.





In a BBC program, Hugh Fearnley-Whittingstall showed a seven-tones pile of clothing, consisting of 10,000 separate garments, in one of Britain's largest shopping centres to illustrate a shocking statistic that this amount of clothes is discarded every 10 minutes across the UK, which translates into more than 350,000 tones and £150m worth of clothes every year that end up being incinerated or buried in landfill.

Designed to adapt to any dress code with it's impeccable creaseless look, SDress can be worn all the time and stay in a wardrobe for a long time with its clean lines that are independent and impervious to fashion trends.

Minimalist and versatile style of SDress means that it can be worn in many different ways always looking fresh and different and therefore not be unnecessarily discarded while still in good condition. The durability of the fabrics we use means that the pieces stay in good condition for a long time without colours fading or the fabric linting and fraying. SDress is designed without zips, buttons and labels and is to a large extent constructed using stitchless technologies, which means total control over the provenance of all materials used in production.

Why SDress?

Sculpts and perfects any silhouette, no matter how curvy or slim and feels like a second skin.

It is machine washable and does not need to be ironed.

Free from any zips, buttons and labels, to enhance the extremely comfortable smooth sensation.

Always looks impeccable, never creases, frays, fades or loses shape.



S'DRESS®



Ideal for travelling as it occupies minimal space and any creases from packing disappear with body heat.

Made with breathable eco-certified carbon neutral fabrics and non-toxic dyes that are hypoallergenic and even protect from harmful UV rays.

Season-less, fashionable yet free from passing trends, versatile and perfect to dress up or down according to the occasion.

The minimalistic lines allow every woman to personalise the look according to her own style.

The versatile simplicity adapts to her shapes, age and purpose.





Our Philosophy

100% environmentally friendly and ethical

Multifunctional and easy to manage

Designed to make women feel elegant,
beautiful and comfortable at the same time

Timeless, independent and resistant to
whims of fashion



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