



ATHENS

Greek Luxury Linen

*Designed in Greece. Made with purpose.
Timeless design for conscious wardrobes.*

Spring/Summer 2027



The DS identity

*Timeless design for
conscious wardrobes.*



Not seasonal. Essential.

A clear direction

*Clarity in form.
Strength in simplicity*



Less, but everything.



About Us.

our philisophy

DS Collection Athens is a contemporary fashion brand rooted in clarity, intention, and modern restraint. Designed and produced in Greece, the brand reflects a refined approach to dressing — where form, function, and feeling coexist.

We create garments that move beyond seasons. Pieces that are worn, lived in, and returned to. Each collection is built around a balance of structure and fluidity, offering a wardrobe that feels both effortless and defined.

DS is not driven by excess, but by precision. By editing rather than adding. By creating pieces that hold presence — quietly, confidently, and with purpose.

We believe that fashion should not overwhelm — it should align.

Our philosophy is grounded in reduction: removing what is unnecessary to reveal what truly matters. Clean lines, intentional cuts, and thoughtful construction define every piece we create.

DS stands for a slower, more conscious approach to design — where clothing becomes an extension of identity, not decoration.

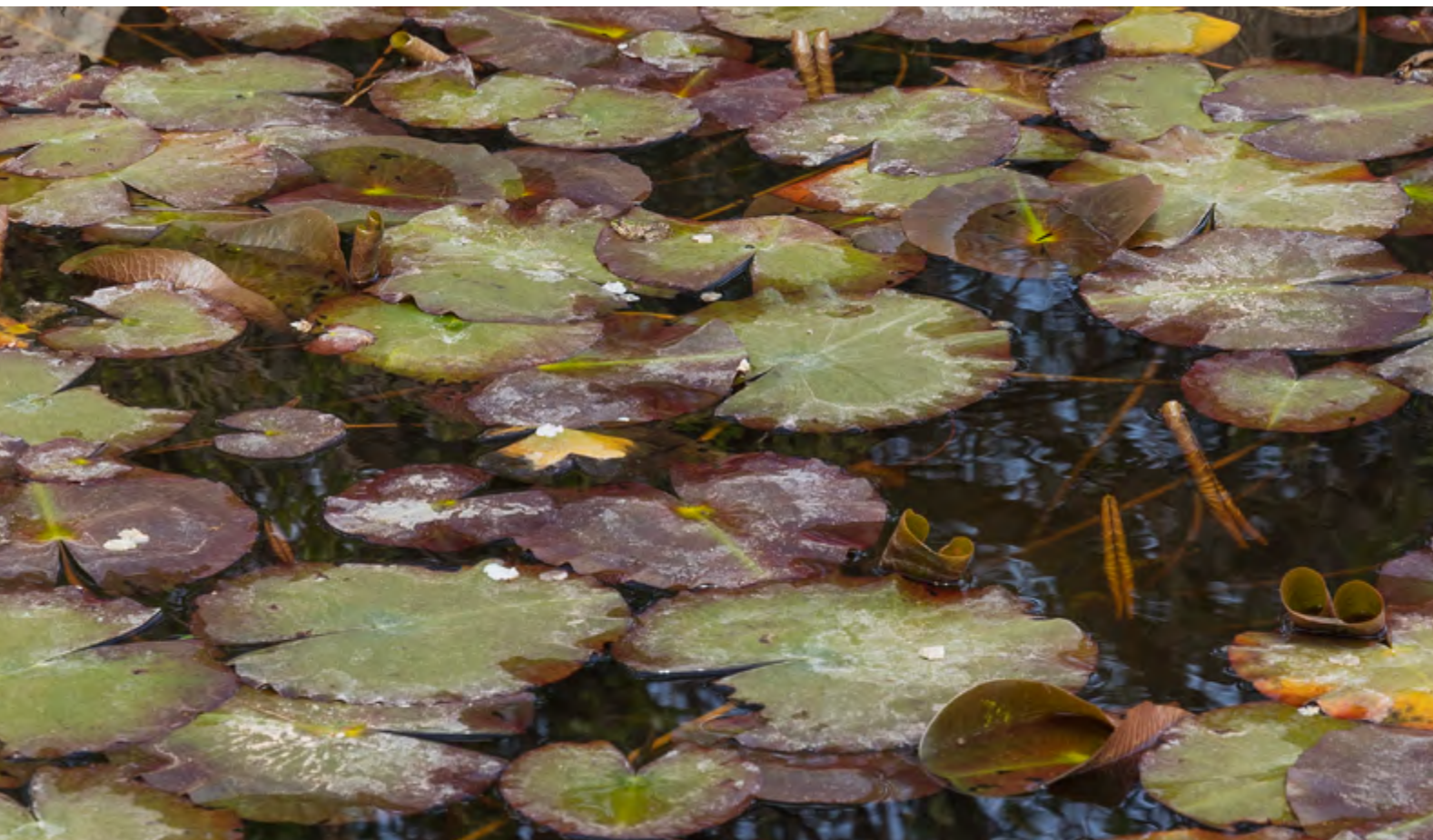
OUR MISSION



To create timeless, consciously crafted garments that empower individuality through simplicity, precision, and purpose.

*Beyond Trends.
Beyond Seasons.*

*DS exists in the
space of intention*





To redefine modern fashion through a balance of minimal design and responsible production — building a global presence rooted in integrity, clarity, and lasting relevance.



OUR VISION



*For Etenity
and Beyond.*



01.

Intentional Design

Every piece begins with a reason to exist.

02.

Conscious Production

Small-scale, responsible manufacturing in Greece.

03.

Timelessness & Authenticity

Beyond trends. Built to last. No noise. No excess. Just identity.

04.

Clarity & Simplicity

Less, but better.

05.

Respect

For the garment, the maker, and the environment.

OUR VALUES





*strong yet
minimal aesthetic*

About

Our collections are defined by a dialogue between structure and movement.

Sharp tailoring meets soft draping. Architectural silhouettes meet wearable ease. Each garment is designed to adapt — from day to night, from city to resort, from statement to essential.

We design pieces that integrate into real wardrobes while maintaining a distinct, recognizable identity.



LEARN ABOUT
OUR COLLECTIONS

*A study in modern
restraint*

Less, but everything.



*DS aesthetic is built on
contrast — between sharp and soft, fluid
and structured, subtle and strong.
Neutral palettes, clean
silhouettes, and refined details define the
visual language of the brand.*

*Quietly
Bold.*

*OUR DESIGN
AESTHETIC*



*It is a form of expression
that does not seek attention, but naturally
holds it.*

Minimal



*DS is not just what you wear.
It's how you choose to exist*

*We create for continuity.
Eternal Designs.*

*DESIGNED TO BE WORN,
TO BE LIVED IN,
TO REMAIN.*





Sustainability is not an added feature — it is embedded in our process.

We produce locally in Greece, working with small ateliers and trusted partners.

Our approach focuses on limited production runs, carefully selected fabrics, and mindful design decisions that prioritize longevity over volume.

We believe that the most sustainable garment is the one that is worn repeatedly, valued over time, and never treated as disposable.

SUSTAINABILITY

OUR APPROACH TO
SUSTAINABILITY GOES
BEYOND MATERIALS — IT
EXTENDS TO THE ENTIRE
PRODUCTION PROCESS.

our commitment

We work with certified OEKO-TEX® fabrics, ensuring that every textile is safe, responsible, and aligned with modern environmental standards. Our dyeing processes prioritize low-impact techniques, reducing water consumption and minimizing environmental footprint.

At the core of our production is a commitment to people — fair working conditions, ethical partnerships, and a respectful manufacturing environment. Because true sustainability is not only about what we create, but how and with whom we create it.



Our Commitment

- OEKO-TEX® certified fabrics
- Low-impact dyeing processes
- Responsible material sourcing
- Ethical production in Greece
- Fair working conditions & trusted partnerships
- Small-scale, controlled manufacturing

*Low impact.
High intention.*



*Responsibility,
from fiber to final piece.*

*Designed with care.
Produced with respect.*

*ETHICALLY MADE
IN GREECE*



*CONSCIOUS
PRODUCTION*

*Certified fabrics.
Conscious choices..*







*dressing with
intention.*

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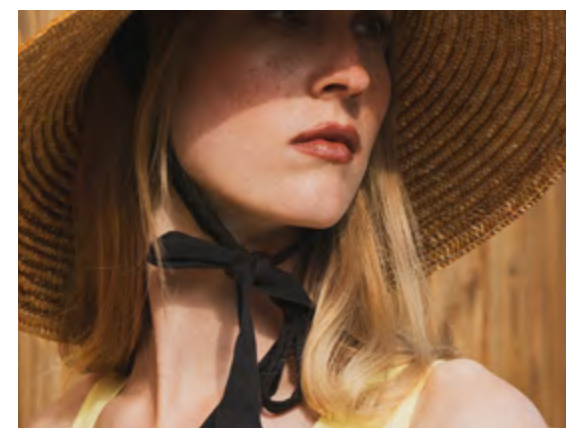
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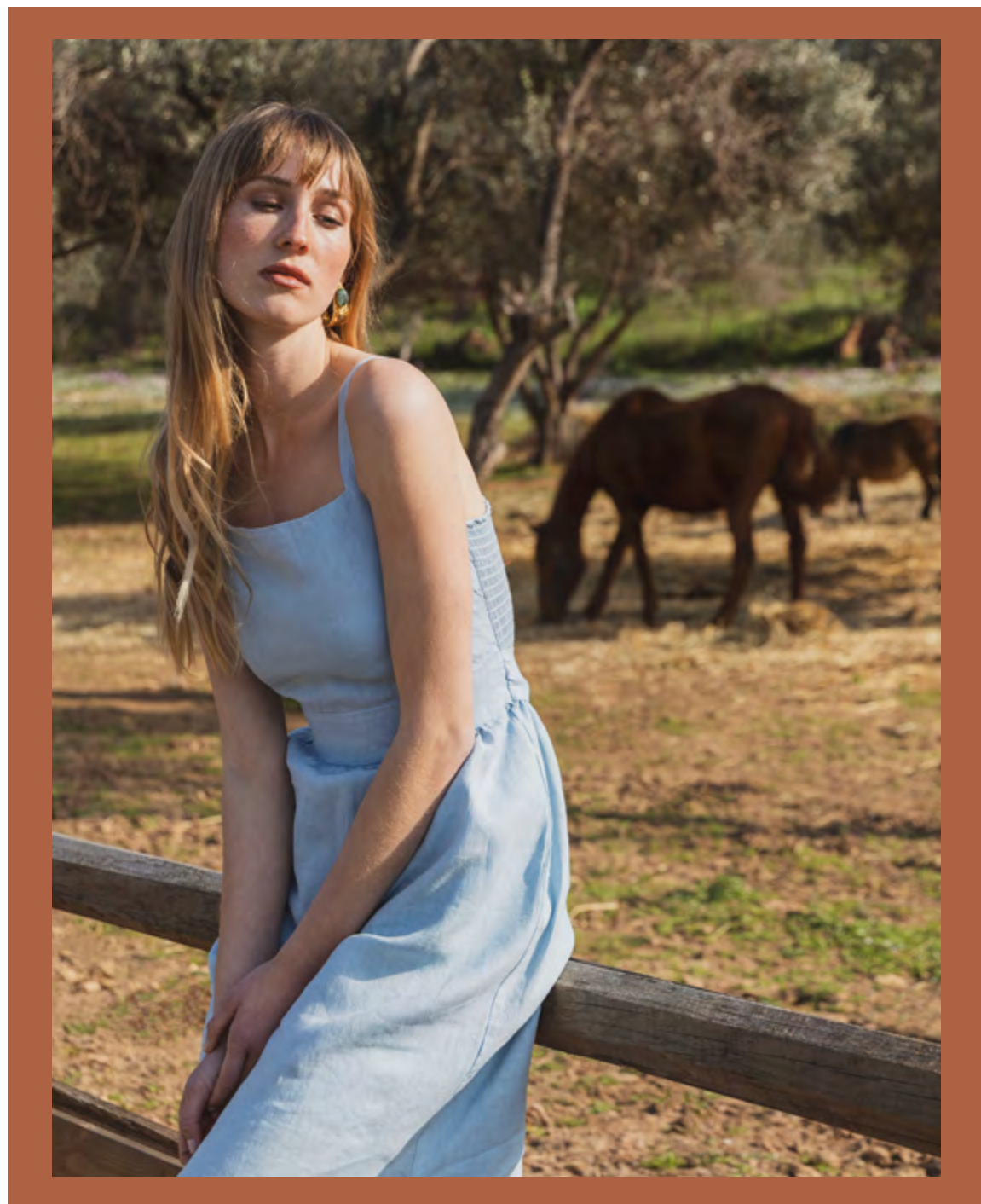
Social Media :

IG : @DSCOLLECTION_ATHENS
FCBK : @DSCOLLECTION_ATHENS

Contact Us.



*Designed to stay. Built to sell.
Created to last.*



We don't create for a season.
 We create for continuity.
 For wardrobes that build over time, for customers
 who return, and for a world that demands better
 choices.
 DS stands for clarity, responsibility, and design
 that holds its value — visually,
 emotionally, and commercially.



*Built to last,
Designed to belong.*



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Lookbook S/S '27