



D

ATHENS

“ *Linen clothing that creates a natural, earthy, and comfortable feeling* ”

About the Brand

Inspired by warm weathered Athens and the beaches of the Greek Islands, our designs promise the comfort and ease of breezy linen fused with the fashions of today's latest trends and timeless classics.

Using only the finest quality of natural fibers and linens, we aspire to combine comfort, luxury and style.



History

Seeing a gap in the market for stylish sustainable clothes in more affordable price range we created the collection named DS.

The name DS comes from Del Sol meaning “from the sun” which influence our brand and our values as well as the collection.

Today we produce clothing for the fashion-conscious women who want a relaxed and individual style. Clothes that can be worn during your vacation as well as in office hours.



Company

Our main facilities are located in Athens-Greece, a space reflecting the design you can see throughout our brand with a passion for simplicity and details. Here all the departments are housed under one roof operating as one in a dynamic driven company.

From design to dyeing, cutting, all the production process is made inhouse controlled by our company itself.



Quality Control

We take a great consideration for the production. The key word is time and quality, for that purpose the production line is absolutely and strongly coordinated.

It is always pursued that all fabrics used come from natural fibers. Our main suppliers are from Italy and France. Our clothing is made from OEKO-TEX-certified linen and ensures simplicity, comfort, and waste reduction by minimizing non-essentials such as zips and intricate cuts.

During the entire production process, an internal quality control system is applied to ensure that the final end products that reach our customer are according to our guidelines. They test wash ability, feel, colour-fastness and shrinkage resistance.



Expanding Abroad

After gaining a good reputation in the national market we are now expanding abroad.

We consider that the mixture of our collection - an elegant and clear style, quality raw material used, production controlled in each stage, quality end product and a fair pricing will act positively in any potential cooperation abroad.



Philosophy

We work the linen guided by the timeless values of style, simplicity and quality, delivering garments with a strong touch of elegance perfect for both leisure and office wear.

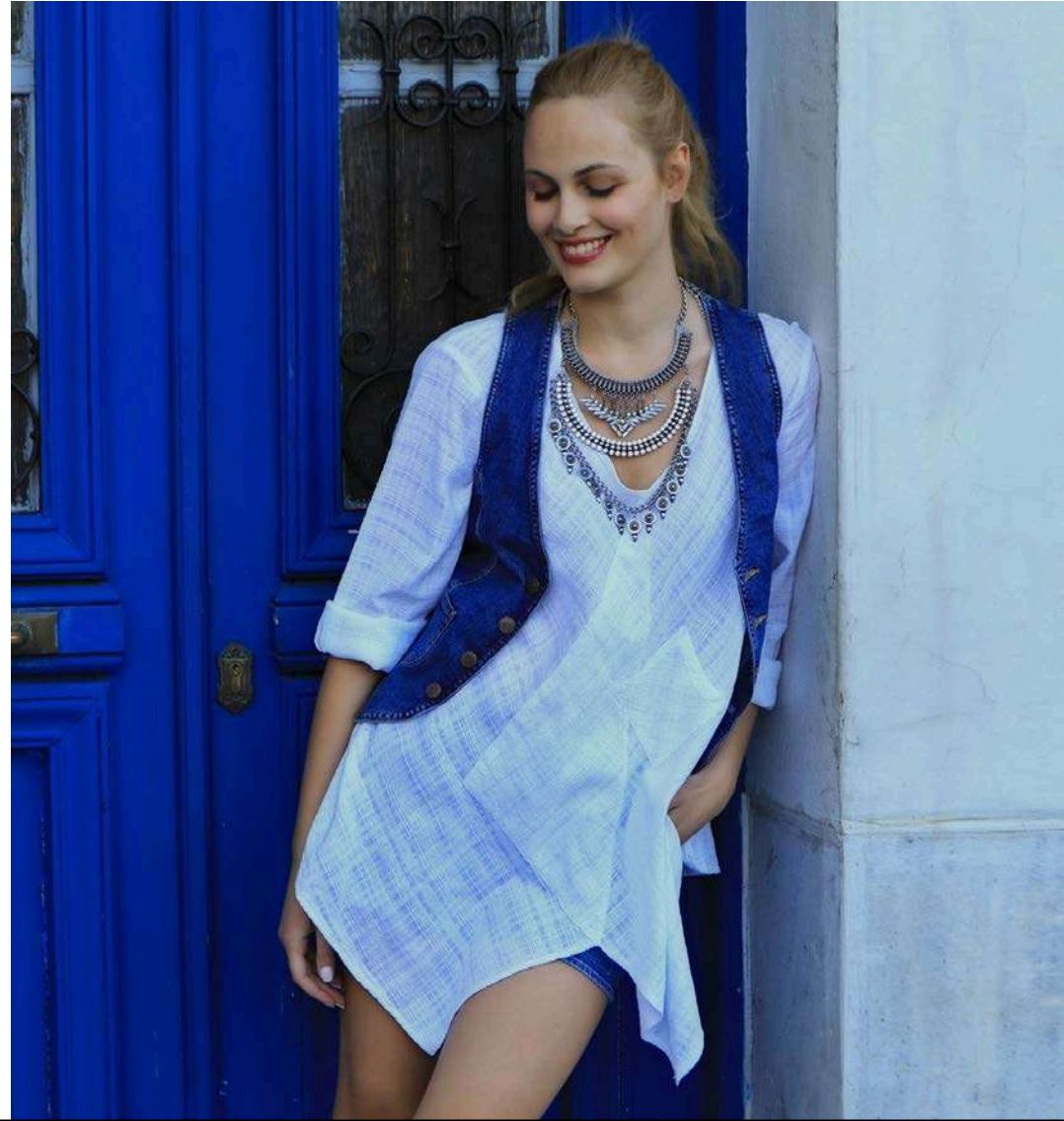
With over 10 years of experience, we are growing as an affordable alternative for conscious, confident and freedom-seeking women looking to find clean yet innovative designs for themselves.



Aim

Traditionally linen was always seen as an expensive fabric used by the premium consumers but we wanted to change that. We produce linen clothes in premium quality all produced in Greece.

Our collection is timeless with minimalist designs and do not follow certain trends. Price level is considered competitive so the clothes are to be worn and afforded by each woman that like the clothes whatever her economic status.



Design

Clear simple shapes and materials representing an unique look.

A casual but yet elegant style that does not hide but enhance the personality of the person that wears the garment.

We create garments that stand against time and fashion trends.



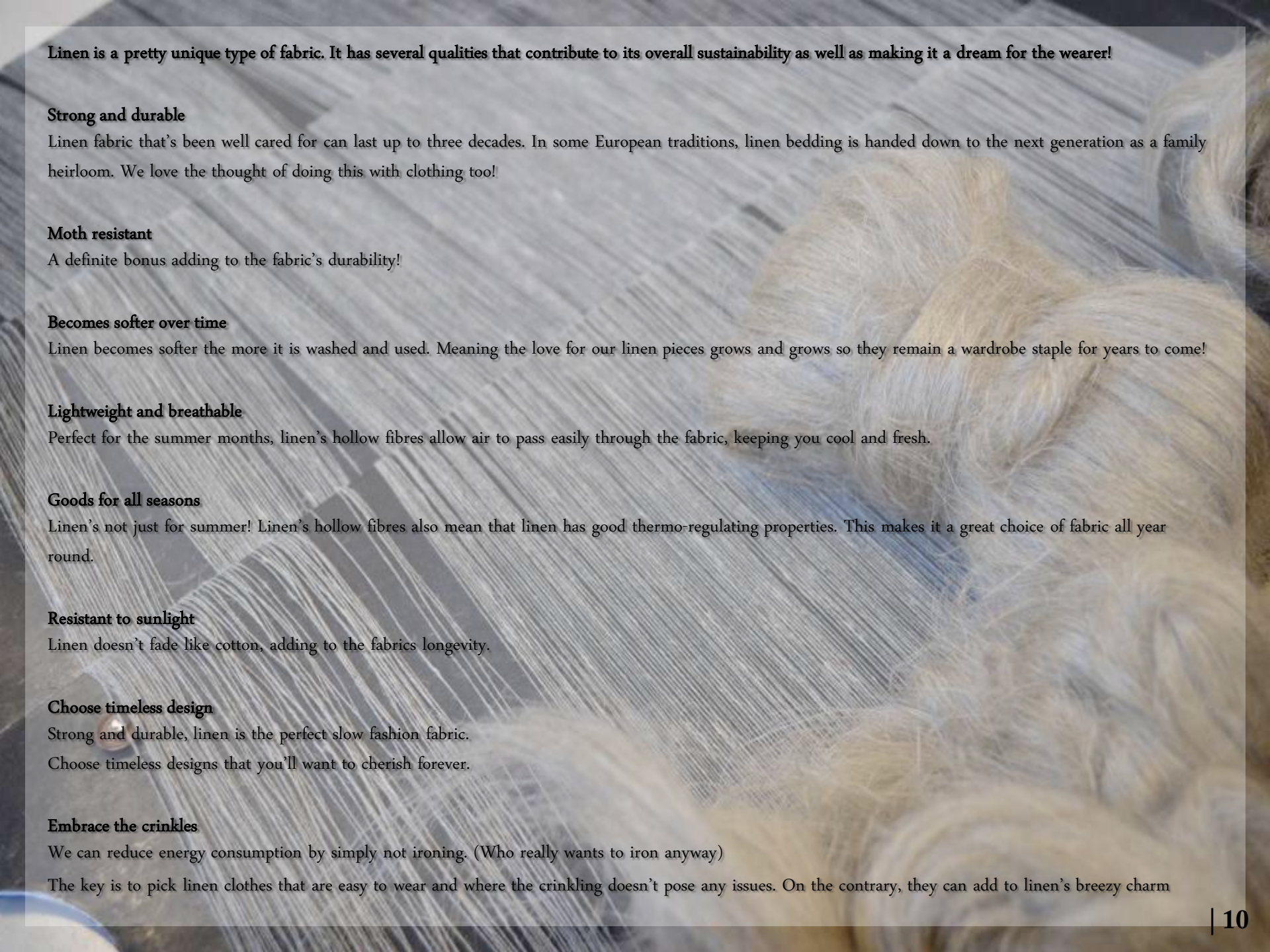
What is Linen?

Linen is a plant-based fiber made from flax. This natural fiber has been around for thousands of years and was popular in ancient Egypt. As a lightweight material, this fiber was perfect for clothing in the hot and dry climate.

Overtime linen became a popular fiber used to make household items such as towels, tablecloths, and bedding, as well as upholstery, wallpaper, diapers, bandages, and of course clothing.

Linen fabric is made through a process of retting in which the outer fibrous stems are separated from the woody inner. The outer fibers are then spun into yarn which is woven into fabric.





Linens are a pretty unique type of fabric. It has several qualities that contribute to its overall sustainability as well as making it a dream for the wearer!

Strong and durable

Linens fabric that's been well cared for can last up to three decades. In some European traditions, linen bedding is handed down to the next generation as a family heirloom. We love the thought of doing this with clothing too!

Moth resistant

A definite bonus adding to the fabric's durability!

Becomes softer over time

Linens becomes softer the more it is washed and used. Meaning the love for our linen pieces grows and grows so they remain a wardrobe staple for years to come!

Lightweight and breathable

Perfect for the summer months, linen's hollow fibres allow air to pass easily through the fabric, keeping you cool and fresh.

Goods for all seasons

Linens isn't just for summer! Linens's hollow fibres also mean that linen has good thermo-regulating properties. This makes it a great choice of fabric all year round.

Resistant to sunlight

Linens doesn't fade like cotton, adding to the fabric's longevity.

Choose timeless design

Strong and durable, linen is the perfect slow fashion fabric.

Choose timeless designs that you'll want to cherish forever.

Embrace the crinkles

We can reduce energy consumption by simply not ironing. (Who really wants to iron anyway)

The key is to pick linen clothes that are easy to wear and where the crinkling doesn't pose any issues. On the contrary, they can add to linen's breezy charm

Sustainable
Production



In terms of how the raw material is grown, linen has a lower impact on the environment than cotton.

Carbon positive

European flax cultivation retains 250,000 tonnes of carbon each year.

The equivalent to the CO2 emissions generated by a Renault Clio car driving around the world.

Low water usage

Linen can be grown with far less water than cotton. Rainfall is usually enough.

Cotton on the other hand is known as the world's thirstiest crop.

Low fertilisers and pesticides

Linen is a resilient plant and can easily be grown without the use of chemical inputs.

Low waste

Every part of the flax plant can be used. A common by-product of flax is linseed oil.

The flax plant can also be grown for its nutritious flax seeds which are high in omegas!

Locally grown in Europe

85% of the world's flax is grown in Europe, which is great in terms of linen's carbon footprint.

It's important to note, however, that sometimes unprocessed flax is shipped overseas for production.

Can be recycled

Linen fabrics can be recycled into paper and insulation materials for the car industry.



Clothes for all sizes

One of the strongest points in our collections is the wide range of sizes we offer.

	XS	S	M	L	XL	2XL	3XL
RUSSIA	42	44	46	48	50	52	54
UK	8	10	12	14	16	18	20
US	4	6	8	10	12	14	16
FRANCE	36	38	40	42	44	46	48
ITALY	40	42	44	46	48	50	52
DENMARK	34	36	38	40	42	44	46
AUSTRALIA	8	10	12	14	16	18	20
JAPAN	7	9	11	13	15	17	19

International Growth

At this point we invest time and presence in international growth and brand presence.

The mixtures of beautiful collection a strong production knowhow, good understanding of customer's demands make us a close partner, a secure investment and key for success.

Join us!





DS

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