

# BYPIAS LINEN

Sustainable production line and love for natural, high-quality materials are the core of our concept.

## **TIMELESS DESIGN**

We are passionate about creating clothes that make you feel fabulous and celebrate the diversity of different body-types. BYPIAS linen garments are timeless and work well all year round, layered up or down depending on climate.

Over time, our customers build their own 'BYPIAS wardrobe', connected by a signature look, quality & colour palette that work seamlessly together. Our clients value quality over quantity so all styles are designed to work in multiple combinations and occasions and move effortlessly from one season to the next. We embrace slow fashion of the highest quality.

## **CAREFUL CRAFTSMANSHIP BY TRUSTED ARTISANS**

Behind each one of our pieces, you'll find the expertise and craftsmanship of the ateliers that have accompanied our productions since day one. BYPIAS linen products are made in Estonia where we can be sure that sustainable production methods are used and workers rights respected. We work closely with our ateliers on constantly improving the quality of our products and limiting waste. (continues on the other side)

*Bypias*



## ON-DEMAND PRODUCTION

We aim to produce as close as possible to what we need. This is why we've implemented pre sales to predict the demand and better adjust the volumes produced. In co-operation with our long-standing partners at our ateliers, we are able to produce some styles only on made-to-order basis, which allows us to limit the amount of leftover stock at the end of the season.

## NATURAL, HIGH-QUALITY MATERIALS

We value natural and high-quality materials; therefore linen is one of our favorites. Linen is a lightweight material, but also one of the strongest fabrics which allows it to last for many years. Uniquely crafted to soften as it ages, our linen feels refined and subtly textured. It is a low-impact material that consumes little water during its cultivation and is naturally good for your skin. We use mainly heavier linen, 195g weight that is made with 100% European flax and has OEKO-tex certificate. Therefore we can be sure our raw material is safely produced without the use of harmful chemicals or synthetics.

Join us in making a difference.

*BYPIAS is a fashion & lifestyle concept of three own brands BYPIAS, Bohemiana and Perfect Jeans, founded in 2012.*

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*BYPIAS webstore ships to Europe, USA and Canada, in addition we have a global network of resellers, and 13 own concept stores in Finland.*

