

Honest by.

by Silvia Bombardini

It sometimes happens to the most creative designers, especially the sensitive and talented who touch our souls with their heartfelt, beautiful creations. They begin to feel a growing disappointment or even a discomfort, with the fashion industry. In 2010, Belgian designer Bruno Pieters decided to take a break - very wisely, in retrospect. He donated part of his archive to the Momu Fashion Museum of Antwerp and sold most of the remainder to raise money for charity. Pieters then went off travelling the developing world, witnessing the wonders of nature and the precious openness of its inhabitants until he found, somewhere in India, the inspiration and faith to pioneer his own adventure.

Just like the local craftsmen he met on his travels, people who could easily reveal where and by whom their products were made, *Honest by* prides itself on being open and transparent - on everything from source materials to prices. Thanks to extensive research by Pieters and his team on sustainable fabrics and supplies, *"every thread, button, factory-time and journey is documented for each Honest by piece, and presented openly to the customer,"* boasts the label's website. "Honest by is the first company in the world to offer a cost breakdown of its products."

"We want to offer total clarity because we are consumers ourselves. We want to give you the opportunity to shop with complete awareness of what you are buying," says Pieters. The label also promises that "every element in each garment is as environmentally friendly as possible, that the well-being of the client's skin is taken into consideration and that the working conditions in the production facilities are safe for every product we sell." Honest by aims to encourage a more aware, influential and committed public, whose ethical expectations may positively affect the way many designers work.

Another exciting, essential feature of Honest by is its welcoming collaborative nature: other designers and brands are invited to participate, bringing their own talent and personal touch to feed a growing and lively dream. Every three months, a new collaboration is unveiled and sold exclusively via the Honest by online store, with no such boundaries as seasons. The first was with Paris-based Canadian designer Calla Haynes, whose relaxed organic cotton satins and hand-dyed, dainty cotton mesh joined Pieters' collection of recycled wool, organic silk chiffon and herringbone linen. "Fashion is about creation so we invited designers that we believe are innovative and have a personal vision and strong identity. And we asked them to design a collection for us using 'Green' materials," says Pieters.

www.honestby.com

