

Wear what feels right

discover our **5 tips** before & after you buy your next item.

Before you buy:

1. **Seam inspection:**
Check seams for straight stitching, secure ends, and absence of loose threads, which indicate quality construction.
2. **Fabric examination:**
Check fabric texture, thickness and appearance for signs of quality, such as uniformity and smoothness.
3. **Color check:**
Check color consistency and vibrancy under different lighting conditions to ensure colorfastness and dye quality.
4. **Functional features:**
Test zippers, buttons, and closures to ensure smooth operation and secure fastening to make sure they will last for a long time.
5. **Size and fit:**
Try garments on, paying attention to fit, comfort, and mobility.

After you buy:

1. **Follow care instructions:**
Adhere to the manufacturer's care labels to maintain your garment.
2. **Wash carefully:**
Use gentle detergents, wash inside out and avoid over-loading the washing machine to prevent damage to fabrics and finishes.
3. **Air dry whenever possible:**
Skip the dryer to preserve the integrity of textiles and reduce energy consumption.
4. **Store properly:**
Store garments in a cool, dry place away from direct sunlight to prevent color fading and deterioration.
5. **Handle with care:**
Avoid excessive stretching, pulling or hanging on sharp hooks to prevent fabric distortion and damage to seams.