



Press release

Ssōne is a contemporary womenswear brand rooted in craft and committed to conscious progress. Founded in London in 2018, Ssōne is driven by a desire to create thoughtfully designed garments using rare textiles and traditional techniques that expose the visible hand.

Craft forms the foundation of Ssōne's contemporary pieces; rare textiles and traditional techniques expose the visible hand – a distinctive aesthetic that runs throughout the collections. Conscious of the world it inhabits, Ssōne joyously brings together utility and romance, craft and seduction, function and elegance. The result is a new formula for the modern wardrobe that will serve daily and last season after season.

The ready-to-wear collection is presented twice a year and delivered via a steady pace of seasonal drops. Each piece is accompanied by a detailed description showing transparency across the fabric origin, product lifecycle and the craft behind the garment. Ssōne is for a woman who knows what she likes, wants to make responsible choices and will, over time, build her own personal edit of Ssōne pieces.

“We want the Ssōne woman to feel optimistic, inspired, like she's part of something different and making a difference - we know she has her own mind, and doesn't need our directive”, says Caroline Smithson, Founder & Creative Director of Ssōne.

Autumn Winter 2019 Collection: The Visible Hand

The inaugural collection delivers necessary wardrobe pieces with poetic detail – utility-inspired garments are executed with precise tailoring. The cape makes a double appearance, enhanced by abstract stripes and macrame pull cords that appear later when cinching a series of romantic mid-length dresses. Neckerchief details form distinctive necklines and back-ties. Sleeves are billowy and waists are flattered with couture-esq seams that create interesting proportions. The silhouettes are both practical and elegant, generously cut shirts are refined with clever seams and handsome cuffs. A natural earthy palette provides a warm invite into Ssōne's new exciting world and future way of thinking.

Conscious Responsibility

Ssōne values responsible consumption and manufacturing choices; sourcing organic, recycled and natural materials alongside innovative technical fabrications that aim to reduce environmental impact – this is an ongoing area of research within the design team. Ssōne prioritises sustainable, low-water washing and natural botanical dye processes. The collections are underpinned by craftsmanship – an approach that is reviving the artisanal communities that preserve these crafts.

Material Details

FSC Viscose

FSC certified materials come from a forest and supply chain that is responsibly managed – recognising that forests are managed by individuals and groups of all shapes and sizes such as smallholders, Indigenous peoples and communities practicing low-intensity forest management.

Organic

The excessive use of chemicals in conventional cotton production has led to a great deal of environmental pollution. Ssōne uses organic cotton because it is grown using organic means without the use of chemical fertilizers, pesticides, and insecticides, therefore helping to improve the quality of the land, prevent water contamination and conserve biodiversity. We also use organic merino, botanically dyed from foraged sources. Organic wool is used across all our tailoring and organic denim. Ssōne uses organic cotton as much as possible throughout the collection and is constantly striving to source organic suppliers for all fabrics.

Italian Hemp

Hemp clothing is UV, mold and mildew resistant, while being highly absorbent and breathable. It is an excellent fabric for outdoor gear. The tensile strength of hemp fiber is three times that of cotton, meaning hemp fabric has a long product lifespan.

Reduced Water Usage

We source linen and organic denim from suppliers who are committed to processes that use lower water usage. The denim is supplied by an ongoing partnership with ISKO denim, a company committed to making denim more responsible.

Recycled Polyester

Both our polyester tweed and polyester jacquard are composed from recycled fibres. This utilises plastic waste that would otherwise be headed to landfills, therefore reducing soil, air and water pollution.

Ssōne Circle

A nonprofit initiative started by founder Caroline Smithson that promotes mental health and community by hosting craft groups that utilise off-cuts from Ssōne manufacturing process. The surplus fabric is artfully organised into a series of stockpiles by the Ssōne team who host a regular sewing circle in the local Hackney community and distributed to the sewing circles around the UK who will create quilted blankets that are later exhibited and sold for the Ssōne charity.

Founder and Design Director Caroline Smithson

Based in East London, Caroline's career spans 20 years as a fashion designer and creative director. Beginning her career in denim and then moving through high fashion, luxury and couture roles. Caroline has a unique bridge between high-end finishing and commercial necessity. She has held positions at Alexander McQueen, Louis Vuitton, Roksanda, Chloe and Calvin Klein. Caroline operates Ssōne from her London studio with a small and dedicated team.

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