

The mission of changing the fashion industry

A profile of the sustainable designer Cleo De Laet

“Clothing that lasts so long, became something rare today. I see it as my mission to change that.”

Says the up and coming Belgium born designer. An important mission to be on, as of 2019 when sustainability couldn't be more of an important topic.

Cleo De Laet studied Engineering Architecture at the University of Ghent in Belgium before her big move to Copenhagen at the age of 20. This is where her own label “Cleo De Laet” finally awoke. The label connects high-end and homemade fashion by offering both patterns, sewing kits and finished garments, which is something that doesn't belong to the normality, yet. It's De Laets way of reaching a wider audience and not just a happy few. These garments should be accessible for everyone but still remain the good quality throughout. She is making high-end fashion, available.

De Laet first got a glance of the designer world when she was 12 years old and started to take sewing classes from her grandmother. But already back then she wasn't impressed by the patterns and fabrics available at the local textile stores. Where was the quality? The ability to wear a garment for ages without a rip in the seam? Where was the sustainability? This is where her inspiration for her own line started. She wanted to create something that could be passed down for generations and endure the same quality. Because she knew from growing up that, that was the best way possible. That is why the designer decided to work with sustainable and high standard materials, with respect for people, the environment and society.

To prove all this and to stay true to herself, De Laet keep close contact throughout the production of her collections. The garments are made in a socio-economic workplace in Copenhagen, Denmark and for the textiles, she works exclusively with suppliers who can assure ethical working conditions. She carefully considers the whole journey of the garment and not only from the second she receives it in her hands and onwards.

For her new collection “The Cibachromes collection”, De Laet was inspired by a number of early still life photographs by the American photographer, Sally Mann. This collection consists of designs made of organic cotton, banana fibres, silk and unique Italian fabrics. What makes it even more unique and original is that some items can not be made in more than 15 pieces, because the fabrics just can not be reproduced. So if you got a hand on one of them, make sure you consider it as a family treasure and that it's being passed down, just like the necklace from your great grandmother.

De Laet is still based in Copenhagen, Denmark today, where she continues to produce sustainable and high-quality garments. She helps our world towards a better future, there is no doubt about that. Now it's time for us, as consumers, to support designers such as her. The future is ours.