

MASONROSE

Back Label



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KEY FACTS

“Wellness Wear” brand Back Label makes beautiful essentials and athletic wear using lovingly-sourced innovative nourishing and natural textiles- made from the likes of milk protein, seaweed, vitamin E-injected eucalyptus and Sea Island organic cotton- to create their range of clothing.

Back Label’s premise is that what we wear next to skin is just as important as what we put into our bodies. Back Label clothing harnesses the nurturing properties of their natural textiles to create their garments. This focus is paired with meticulous design and craftsmanship that takes no shortcuts; from creating hidden seams to hand-finished stitching.

Back Label grew out of co-founder Amy Perricone’s vision and her passion and curiosity for travel and wellbeing. Amy started to think about the growing consciousness for what we eat and what products we use on our skin and how this could be applied to clothing. She says, “I thought,

why can’t we put something nourishing into clothing as it touches our skin- the largest organ in our body- 24 hours a day?”

Back Label wants to take us back to nature, back to simplicity and back to quality. Consumers who demand full transparency about how and by whom their clothing is made will be able to count on Back Label. Their clothing is 100% made in Italy at the Back Label studio in Bergamo, the patterns are all hand-cut and assembled by a skilled team of seamstresses.

All Back Label clothing is certified organic and ethically sourced. However, it moves beyond this by never compromising on design and feel- this is the next generation of sustainable fabrics for a style-conscious consumer that brings true wellness with every step. Back Label believes that clothing should be more than organic and ethically-sourced, but a proactive part of looking after our daily well being whilst not compromising on style.

FACILITIES

Back Label has three collections which aim to take wearers from gym to lounge and beyond with its easily-layered lifestyle garments for women and men. The current collections are:

Lounge - Nourishing Essentials

Resort

Athletic. The Athletic collection uses performance Egyptian cotton fabric, moving away from the synthetic petroleum-

based textiles worn against the skin frequently found in active wear.

Back Label is retailed exclusively through luxury hotel spas around the world. **Please see here** for their list of stockists.

Back Label is also available to buy online **via their e-shop**.

DID YOU KNOW?

Did you know that Back Label uses innovative ingredients to make their intelligent natural fabrics. Their ingredients include:

Milk protein - creates an exceptionally soft fibre to make a beautifully breathable jersey, made by extracting and drying the casein protein from milk. Like a second skin it

has a neutral pH

Seaweed - gentle on the skin, this extremely fine, high performance fibre is made from the cellulose of algae and is known for its skin-nourishing properties due to its high mineral content

Bamboo- a luxurious bamboo fibre is exceptionally smooth, thermo-regulating and contains antibacterial properties

Sea Island Cotton - the finest quality of cotton in the world from the Caribbean and formerly only available to the British Royal Family, its cultivation is strictly controlled and production highly limited

Organic Cotton - certified organic, free from pesticides and chemical residues and exclusively grown from non-GMO seed. It is suitable for the most sensitive skin

Japanese Organic Cotton - sourced from the base of Mount Fuji, grown from non-GMO seeds on organic certified fields without the use of any chemical fertilizers

or pesticides. A non-allergenic and non-irritant fabric, it is comforting and soothing for even sensitive skin. Used throughout the Back Label collection in a range of colours and textures

Egyptian Cotton - made of extra-long Egyptian cotton fibres with a particularly smooth and gentle texture

Eucalyptus Fibre & Vitamin E - soft and high performing Eucalyptus fibre enriched with highly-nourishing Vitamin E

Cariaggi Cashmere - the ultimate softness achieved with the highest quality cashmere (the world's finest). Back Label creates its warmly embracing 'Nirvana' pieces and smooth, warm garments using sumptuous Cariaggi Jaipur Cashmere mixed with Italian Silk



