

HELENA PONTES

HELENA PONTES MFW2021-22

Helena Pontes' brand represents a mix of originality characterized by Brazilian features, the quality of craftsmanship and the excellence of raw materials.

The abundance of details, refined finishes, ornaments and national fabrics, especially in natural fibers, represent the real treasure of the brand, as well as the hands that are involved in the actual creation of the pieces. The entire production process is carried out with affection, while contemporary tailoring techniques used in the process stand out for their singularity and innovation.

Helena Pontes' garments convey the feeling of authenticity of Brazilian roots, taking inspiration in particular from the female ancestors of the indigenous culture and therefore are invested with a profound meaning. Through the modeling of unconventional shapes and cuts, which go beyond classic models, and the use of meticulous local craftsmanship techniques, elements particularly imbued with femininity are created.

Raw materials

In the production of our clothing, we carefully check that the raw materials used come from suppliers who support sustainable environmental and social development. We use raw materials of the highest quality and of 100% natural origin, which are woven entirely on the national territory such as linen, cotton, lyocel and acetate. The only synthetic fiber that we sometimes use in the composition of our clothes is the biodegradable polyamide of the Amni Soul Eco brand, produced in the Rhodia region. This fabric absorbs sweat and promotes thermal balance.

Stamp prints

The brand's decoration process takes place in collaboration with Brazilian artists and designers through digital printing techniques, with water-based, biodegradable and Oeko-Tex certified paints.

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