

SLEEPING GYPSY

Our collections are inspired by Ukrainian national clothes called VYSHYVANKA. In a beautiful tsarist-era mansion in the center of Kiev (Ukraine), we create contemporary embroidered blouses and dresses with the use of centuries-old dressmaking techniques. All of our products are manufactured by a small team of fashion addicts whose experience in garment production spans over 20 years. Made from linen, Vyshyvankas make a vacation-perfect design, full of bright geometric patterns and bohemian eccentricity. They are stitched partly by hand, some garments take over 3,000 meters of embroidery threads to produce and several days to complete. We believe that our garments must look as good on the inside as they do on the outside, so check them out!

The brand

Sleeping Gypsy is a sustainable fashion brand with signature bohemian silhouettes. At the heart of our philosophy is 'the human element'. We collaborate with young Ukrainian artists who draw the embroidery designs. We keep alive ancient craftsmanship techniques. We want to inspire our people, partners and customers to respect our environment and champion sustainable products that contribute to healthy and happy communities. We believe that the world doesn't need more clothes – it needs better clothes.

Why do we care about sustainable fashion?

Sometimes fabrics have to travel the world around two times so that you could get your five-dollar t-shirt in your local store. Wool that is produced in Australia, go to Italy to be tied, then to Bangladesh to be sown and then to UK stores to be sold. To keep the low prices required by the fast fashion market, workers in Asia are paid salaries that are not suitable for a normal living. We are different.

Our concept is simple – we create clothes in the country native to the material, made by people that put their soul in manufacturing our garments. We use a no-waste approach for pattern-making and support small local craftsmen communities. We use the ancient pattern element "gusset" that allows to craft only two sizes of Vyshyvanka to cover the standard four sizes. It limits inventories. All our garments feature sealed seams, which make them very durable. As opposed to mass-production, Sleeping Gypsy is a proud promoter of slow fashion. We create unique pieces of extraordinary quality that will stick with you all your life.

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