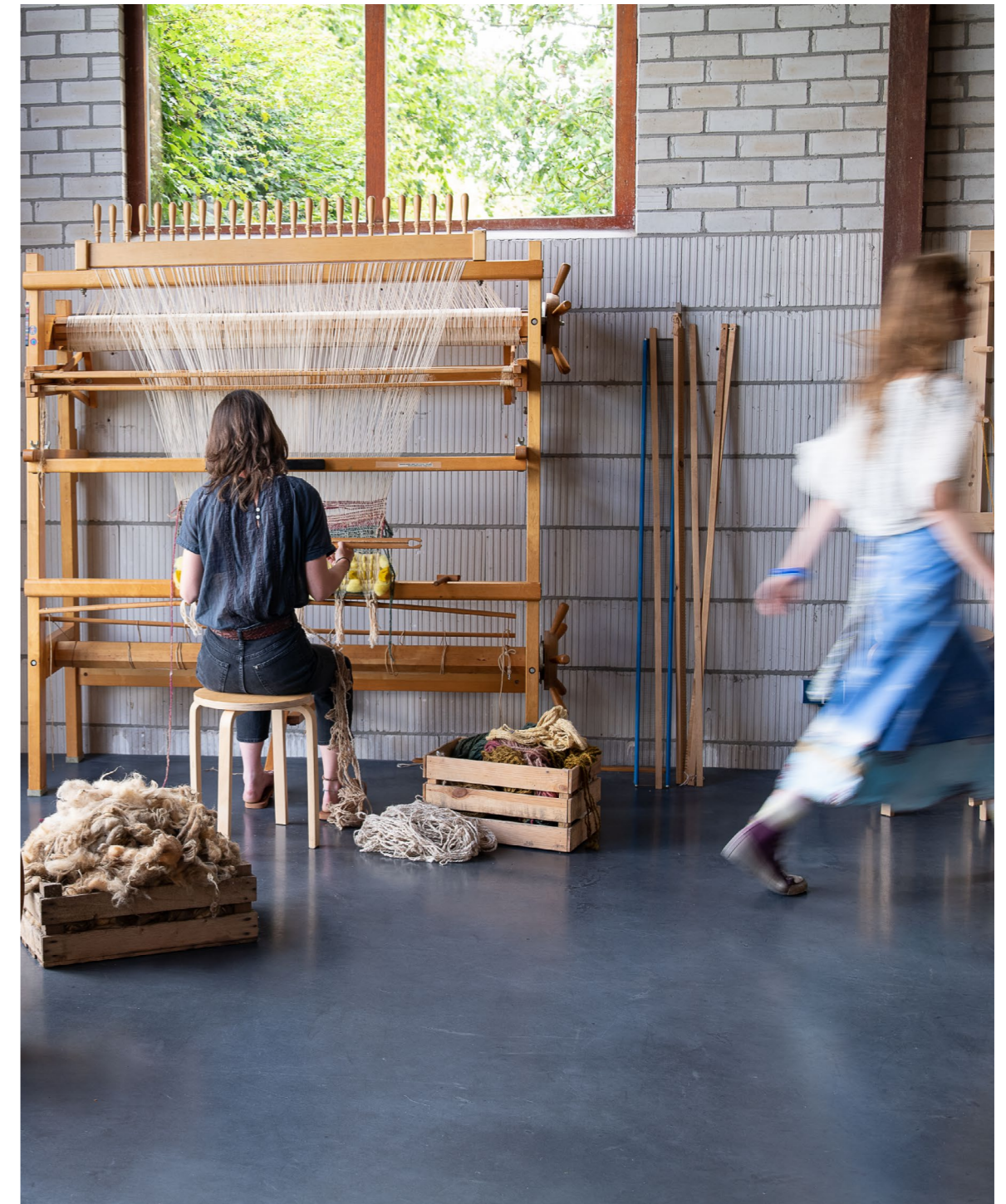




LOADS



LOADS is a vibrant hub where a diverse array of creatives come together. An extension of the atelier at Studio Claudy Jongstra, artists, artisans, farmers, scientists, students, educators, ecologists, designers, architects, chefs, historians, curators and researchers are all part of the cycle of creation at LOADS. By unifying these changemakers LOADS Collection manifests itself in a myriad of fields. Crafted with care and conscience, utilizing plant-based dyes and masterly craftsmanship, LOADS Collection redefines interior and fashion as a force of positive change, and stands as an antidote to fashion's destructive impact by embodying a commitment to sustainability and ethical production.



LOADS Collection partner Maria Pia Sanchez carries on her family's generational dedication to land conservation and the preservation of endangered Spanish Merino heritage sheep on her ranch; Dehesa de la Rinconada. There, her transhumant and ecological flock graze along historic seasonal migration paths forged by this breed over centuries across the countryside of Mérida Extremadura, revitalizing the pastoral lifestyle. The sheep's resilient and net-positive wool is a testament to ennoble the value of raising ecological wool.



At the core of LOADS Collection is a commitment to sustainability and craftsmanship, epitomized by our partnership with SEKEM. SEKEM is a sustainable development initiative established by Dr. Ibrahim Abouleish in 1977 and continued today by his son. SEKEM's biodynamic cotton, grown without pesticides or chemical fertilizers on their Demeter-certified SEKEM farms, embodies a new standard of purity and quality. Each fiber tells a story of ethical production and environmental stewardship, fostering soil health, biodiversity, and social justice.



LOADS's dedication to reinvigorating textile craftsmanship is particularly evident in the meticulous selection of natural, eco-friendly dyes, sourced from esteemed biodynamic farms like De Beersche Hoeve in the Netherlands, Akelei and Fleur couleur in Belgium, SEKEM in Egypt and Entheos in Spain. Farms that prioritize revitalization, regenerating and maintaining of not only healthy soil and environment but also that of a healthy economy. By prioritizing the use of natural dyes cultivated without harmful pesticides or insecticides, LOADS underscores the interconnectedness between fashion, design and sustainability.



Each LOADS collection item is hand-dyed in our Netherlands-based studio with Demeter-certified pigments, according to traditional recipes rediscovered through 30 years of experience and research. This ensures a harmonious blend of artistry and ecological responsibility captured in each piece. Submerged in a thoughtful approach to material sourcing and dyeing processes, LOADS Collection not only champions eco-conscious practices but also highlights the inherent beauty and vitality of nature itself.





Crafted with care and conscience in The Netherlands, LOADS Collection redefines fashion as a force for positive change. Gender-neutral designs with LOADS' distinctive sculptural feel offer a tangible expression of fashion and artistry. With partners like Cor Unum, Makers Unite, and Atelier Eykerdel LOADS passionately participates in the salvation of the production cycle. Utilizing plant-based dyes and masterly craftsmanship, LOADS Collection stands as an antidote to fashion's destructive impact by embodying a commitment to sustainability and ethical production.



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