

SUPERLOST

WELCOME

Superlost is luxe clothing for women via intelligent sourcing and design. We fixate on quality not quantity. Our limited run collections are made up of one-off tops and dresses. No-one else gets what you get. And, my goodness, you get some goodness.

We give old silks new life in cool cuts. It's all about maximising use of existing, gorgeous materials because we're obsessed with longevity. Because the world has plenty of temporary. Old friendships, favourite songs, a fat novel, an epic walk, a rambling feast, extended holidays. It's the things that last that wrap themselves around our hearts because they matter more.

GARMENT COMPONENTS

Everything is made from 100% reclaimed silk. Most silks are pre-consumer factory or distribution warehouse remnants of crepe de chine, with a smattering of charmeuse, chiffons and satins. All are rare, vintage, dead stock, pre-existing or end-of-run materials. See below for more information on how silks are selected/curated.

Garment tags are digitally printed in Melbourne. They are hand cut and individually stamped prior to stitching. Every garment has a unique ID code. These are true one-of-a-kind pieces.

We use 100% cotton thread. We don't use zips, buttons or fasteners on any products.

PRODUCTION PROCESS

DESIGN

We use everything we've got and Superlost follows zero waste design principles. Patterns follow a minimalist two-panel design to maximise use of the fabric. Any leftovers are reused for our packaging (little silk bags) and other products like pocket squares and luxe eye masks.

Clean, simple lines achieve a relaxed fit with stunning, flattering drape - we're letting the silk do all the work. Our dresses are made for different bodies. They feature an internal loop and tie and can be worn four ways:

- free and loose for relaxed drape
- internally tied to fit smooth across the stomach (creates drape at back)
- internally tied to fit smooth across the lower back (creates drape at front)
- cinched at waist with external belt.

CURATING SILKS

Loren hand picks every silk from two suppliers in Phnom Penh. One is based in a popular undercover market, the other in a long-running street market. A small selection of silks are gathered in other cities along Loren's travels. She's essentially always on the hunt.

For every silk, it has to be love at first sight. Then Loren assesses integrity of colour, texture, weave, print and condition.

Primarily, silks are imported to Cambodia from Korea and China via waste textile traders. This means they come from two main sources: factory floors or global distribution warehouses. Pieces range between 2m and 15m in length. According to selvedge notes, most silks appear to have originated in Korea, Japan, China and Europe and were woven/printed anywhere between the 1960s into the 2000s.

MAKING THE CLOTHES

After buying silk, Loren designates a style and size to each piece. Silks are individually hand cut. Then sewn. Then pressed, packed and shipped. All materials and garments undergo quality control throughout this production process.

Superlost's first two collections were made in Phnom Penh at Fair Sew, a small sewing workshop specialising small-order runs. This is a safe, clean, positive working environment paying fair wages, holidays and medical insurance.

UPDATE: Superlost is now manufactured in Melbourne at LCN Fashion, a medium size family business with accreditation from Ethical Clothing Australia (ECA). LCN was one of the first Australian clothing manufacturers to meet ECA's ethical standards, including annual audits to maintain accreditation. They are recognised as producing high quality clothing across all areas of garment production. Superlost is proud to support local manufacturing.

PACKAGING

- Every garment comes with a small silk bag to complement your purchase. Bags are made from offcuts and form part of our zero waste approach to business. They're lovely and useful for jewellery and small items when travelling.
- All tags, cards and paper packaging is made from 100% recycled materials.

NO TRENDS

Because we work with what we find, this means:

- Superlost is somewhat season-less. We don't follow a traditional fashion calendar because you don't need us telling you what to wear in SS/AF, or pre-fall or for resort time or whenever really. We designed for transitional weather and travelling people. They're also designed to be worn by different body types, for lots of occasions, for a long time. A gorgeous cut with incredible silk never goes out of style. We've got longevity in mind (again).
- Superlost produces limited runs and we cannot reproduce existing items - they really are one-offs
- we don't always know the exact origin or contents of fabrics
- any fabric imperfections are part of the unique element of each piece.