

TALES  
BY SOLID

# TRACEY



FASHION AS A FORCE OF GOOD

FW22



## ABOUT TRACEY

Meet Tracey, a new line of soft, stylish and sustainable scarves that will accentuate any fall/winter outfit. Tracey will keep you warm for many years to come. Thanks to the collection's subdued colour palette, you can mix and match your Tracey scarf according to your own style.

Tales by Solid doesn't compromise on fashion, so we design all our products to be beautiful, comfortable and durable pieces that have a positive impact on the world.

Tracey is produced using 100% natural baby alpaca fibers, handknitted by women in Ayacucho, the Andes highlands of Peru. We at Solid strive to create fair and safe employment for underprivileged women and their communities, consequently helping them break out of the poverty cycle by empowering them. Tracey is a work made with hand and heart by our knitting moms. They will take great pride in knowing that you have chosen this scarf to wrap up in this winter. Fashion as a force of good.

We know that it can be hard to believe all the promises brands make, but you don't have to take our word for it! Track your Tracey scarf through all the different stages of the production process. Read all about the steps we take to provide fair working conditions for our artisans, the techniques we use to produce our environmentally friendly fashion and how we pick out resources that won't bring any harm to you or our planet. The single stripe in the design of the scarf is Tracey's trademark, and represents the connection between you and the artisan who made it.

Thanks to its subtle sophistication, the Tracey scarf will quickly become one of the essential staple pieces of your wardrobe.

# TALES BY SOLID

Tales by Solid is a contemporary brand for women who enjoy stylish, high-quality and sustainable products. We are driven by ethics as well as aesthetics.

Our goal is to offer transparent and exquisite craftsmanship. Each of our responsibly made products has a story to tell, and through every purchase positive connections are made.

Join us in our quest of using fashion as a vehicle for social change and a force of good. Fashion hand crafted with a soul and a story. Because how it is made, does matter.



## LET'S RISE BY LIFTING OTHERS.

Did you know that *Tales by Solid* is an incentive managed by long-track-history organization Solid?

After years of experience in producing high quality knitwear in partnership with other fashion labels, we at the purpose-driven organization Solid thought the time was right to launch our very own label.

Tales by Solid emerged from the idea of offering high-quality, timeless and sustainable clothing that is both wearable and easy to combine in various ways. The label is the true embodiment of our core values and motto that fashion can be a force of good.

After many years in the business working with ethical fashion labels and other eco-conscious brands, we know all there is to know about creating fashion that is sustainable, as well for our workers as for the planet. Tales by Solid is a label that we as a team feel good about creating, and you can feel good about wearing.

What we do? We run social businesses, fight gender-based violence and train professional and social skills to improve the wellbeing and welfare of underprivileged people in Peru, Kenya and India.

We also produce and sell sustainable and socially responsible textiles and knitwear, created in our very own fair ateliers. We mostly work with women, including teenage girls and women who are victims of gender-based violence.

Thanks to our value-driven business set-up, we create lasting and positive changes in local communities.

Want to know more? [www.solidinternational.be](http://www.solidinternational.be)





# TRACE YOUR TRACEY

## Why Tracey?

Supply chains in the fashion industry are complex. But in Tracey's case, every step of the production process is made traceable and transparent. You can trace the scarf back all the way from the start of the production to its finish.

In addition, we know every knitter by name and have nurtured personal and collaborative relationships with every single female artisan that makes your pieces.

For us, every artisan is an artist who we support with fair employment and encourage in their personal development. Every scarf is accompanied by a QR-code on the washing label and hangtag, referring to the entire process of yarn sourcing, production and packaging.

Try it yourself!







## SPECIFICATIONS

### Composition

100% baby alpaca fiber. Baby alpaca is the finest, softest yarn, and it is highly appreciated in the industry. It is the wool obtained from the first shearing of an adult alpaca – just as virgin olive oil is from the very first pressing – the best and the most expensive!

### Size

Width: 55cm

Length: 200cm

### Reversible

The Tracey scarf can be worn on both sides. One side shows a flatter stitch, the other a honeycomb stitch. Both sides are beautiful. Choose the one that best reflects your mood at that moment.

### Price

Retail price: €124,95 (incl. VAT)

## SOLID COLOURS



JASPER BLUE

CHARCOAL

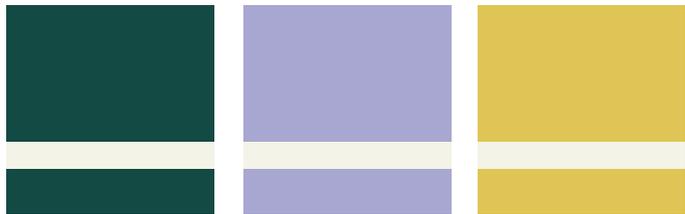
NATURAL SAND



NATURAL GREY

NATURAL BLACK

LIGHT PINK



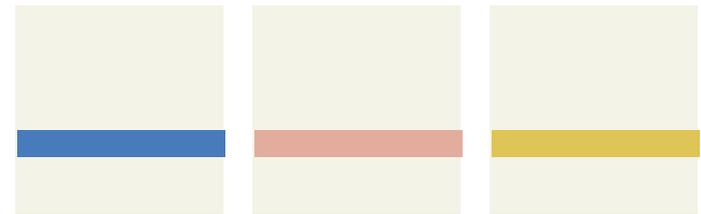
FOREST GREEN

GREY BLUE

STRAW YELLOW

## COLOURS

### NATURAL WHITE



JASPER BLUE

LIGHT PINK

STRAW YELLOW



FOREST GREEN

NATURAL SAND





Every Tracey scarf is carefully produced with following commitments in mind:



Handmade



Natural



Fair employment



Handknitted



Alpaca wool



Soft



Made in Peru



Animal friendly



Ethical



People friendly



Fairtrade



Respectful of artisans



Local & artisanal  
production



Environmentally  
friendly



Giving back





## ALBINA RODRÍGUEZ HUAMANÍ

"I've been working at the knitting workshop of Solid in Ayacucho, Peru for six years. Thanks to my knitting work here, I'm able to support my two children (ages 4 and 2) on my own.

I used to work in restaurants and as a domestic worker. Then one day I discovered that Solid was giving women the opportunity to work as knitters, so I applied.

When you are looking for a job, they don't often accept you when you have young children, so it's almost impossible to find a job and survive here. Fortunately, Solid crossed my path.

I am the only one supporting my family, so my home and children depend on me. There's no support from anyone else. That's why I'm very grateful to Solid and the clients. Because not only do I have a job and an income, but I can keep my children close thanks to the in-house day care at the workshop. My youngest son goes there and my four-year-old daughter goes to the PRONOEI, a Non-Standardised Early Childhood Education Programme.

I'm very grateful for the clients who order our knitted products, because it's thanks to them that we have an honest job.

The more orders placed, the more mothers will have the opportunity to find honest work here. May God bless you."

## WASH & CARE

All Solid pieces are made to last, but by taking extra care of your garments you can keep it looking lovely for even longer.

- Handwash
- Use an appropriate detergent for delicate laundry, preferably a suitable wool detergent. Don't use a fabric softener.
- Dry your knitwear flat on a towel. Never put it in the dryer.
- Whenever possible, do light spot cleaning of the garment. Are there no stains, but doesn't it smell that fresh anymore? Just hang it outside on a coat hanger for a few hours.
- If you have creases in your garment, never iron it directly, but keep the iron a few inches above it. Alternatively, use a cool iron on reverse or use a steamer.
- Give your knitwear space. Is your knitwear dry and wrinkle-free? Then fold it up nicely and put it horizontally in a cupboard.
- Repair with love. Over time, some garments may experience a little wear and tear. Solid encourages repairs to garments that may need a little extra care to prolong its lifespan. If you find a loose thread, you can try to pull it gently, but don't cut it with scissors.
- Loved fashion lasts!















## CONTACT

We really appreciate your interest in our workshops and handcrafted fair-trade products. Whether we produce in India, Kenya or Peru, we strive to rise by lifting others, providing a brighter future for women.

If you empower women, you empower a whole community.

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Lookbook & pictures by Sacha Kleinblatt

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