Press Release

HACOY releases new Collection of Sustainable and Ethical Silk Underwear

Munich – 15th of February 2023

HACOY, the ethical fashion brand, has just launched its latest collection of silk underwear, made with the finest sustainable materials and produced under ethical practices in Italy. The new collection features unisex boxershorts and bra and slips for women.

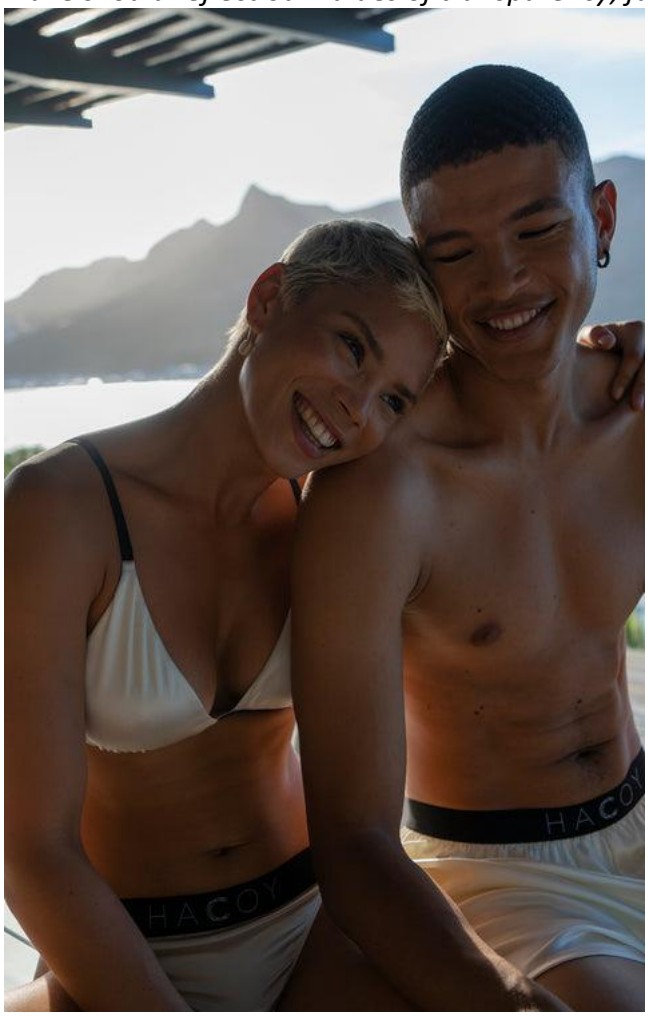
Underwear with a Conscience

The silk used in HACOY's new collection is sourced near como, Italy from a farm that prioritizes sustainable and humane practices. The silk is then spun and woven in Italy, where the skilled artisans of HACOY's partner factory transform it into luxurious and comfortable pieces of underwear. The entire production process is carefully monitored to ensure that all workers are treated fairly and paid a living wage, and that little harm is done to the environment.



Sustainable Sensuality

"We are thrilled to offer our clients a new collection of silk underwear that is not only beautiful and comfortable, but also sustainable and ethical," said Maximilian, the founder of HACOY. *"We believe that fashion can be a force for good, and that every piece of clothing we make should reflect our values of transparency, fairness, and respect for people and planet."*



Luxury is Comfort

The new collection includes clothing aimed to be gender-neutral and versatile, with boxershorts that can be worn by anyone and bra and slip options for women. The colors were carefully chosen to reflect the beauty and diversity of nature, from the deep blue of the ocean to the delicate pink of flowers in bloom. Each piece is made with attention to detail and quality, with a focus on durability and longevity.

"We want our clients to enjoy our silk underwear for years to come, knowing that they are supporting a more sustainable and ethical fashion industry," said Maximilian. *"We hope that this new collection will inspire people to think more critically about their clothing choices, and to demand more from the brands they choose to support."*

HACOY's new collection of sustainable and ethical silk underwear is now available for purchase on their website, along with other pieces from their line of eco-friendly and conscious clothing.

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