



PANTS TO SEE THE WORLD IN

MATTER is a socially motivated business focusing on affordable luxury, thoughtful design, and provenance to create travel wear with stories to tell – Our first edition is Pants to See the World in. Our mission is to bring connection back into our daily lives and inspire consumers to ask of the where and why something is made.

Singapore, Sep 25 2014 - Officially launched May 5 2014 and kicked off by a cross-country road trip across India, our values are inspired by the type of travel we love - story driven, community based, built on direct relationships and a commitment to respecting provenance. The first edition of pants are inspired by heritage silhouettes, updated for the modern nomad. They are made for freedom of movement and occasion, emphasising comfort without sacrificing style. Versatile and timeless, they are perfect for seeing the world in, and a symbol of empowerment.

AFFORDABLE LUXURY

Working with artisan communities in Rajasthan, we employ time-honored techniques of the loom and blockprint to develop unique fabrics and designs. Pants incorporate modern tailoring for a beautiful drape and fit, and are available in breathable, handloomed cotton or lightweight tussar silk that is machine-wash friendly. We prize quality and only produce small batches each time. Products retail exclusively online to keep prices affordable.

THOUGHTFUL DESIGN

Inspired by tradition and edited for modernity, heritage prints and weaves are reinterpreted while retaining the essence of their stories. Pants styles are designed through multiple fittings on multiple women, and field tested to ensure they withstand the challenges of airplane hopping or rush hour traffic navigation, taking the wearer from sandy beach to city bar with ease. With no zips to snag or clasps to break, the flexible closures adapt to the wearer's personal style.

PROVENANCE

Our team personally visits each production partner to develop a long-term relationship. Each pant is shipped with GPS coordinates of where it was woven, stitched and printed, along with the story of its weave or print. Our message is to find out the where and why something is made – we will make better choices when we know those stories, for ourselves and the world.

MATTER is about returning to the basics that connect us – our stories, craft and values.

FACT SHEET



Styles for the Everyday Woman

Multiple fittings on multiple women mean these styles were developed and prototypes to fit many different body types. Inspired by traditional Asian styles of pants but cut for versatile fitting, each pair has flexible closures in the form of wraps, drawstrings or buttons to wear them high or low.

Sideswept Dhoti

Inspired by the multifold drapes of the Indian dhoti, this is an edgier version designed for modern asymmetry.

Classic Wideleg

This relaxed number is a classic favourite, cropped just above the ankle for skipping over puddles or running for the next train.

Reworked Harem

This one was inspired by the ubiquitous harem pant but updated for the modern working woman who is always multitasking and on-the-go.

Hitched Hikers Fun, flirty and functional, these hikers are fit for walking, lounging, and shimmying your way down almost any path you choose.

Sailor Shorts A playful shorts perfect for adventuring with the same pleated waistband on our popular Reworked Harem.

Sunday Overalls Inspired by the generous front facing pockets on a farmer's overalls, this pair is made for the Sundays when you never know what you're going to get into.



All pants may be purchased through the online boutique matterprints.com, with free international shipping.



Co-founders Yvonne Suner and Renyung Ho hatched the idea in Mexico, while the business is based in Singapore with production partners in Rajasthan, India. Design collaborator Lisanne Stoop hails from Amsterdam, and local creative agency Acre and content creation studio Logue are key partners.



As seen in Cool Hunting, Conscious Magazine, Tatler, Channel NewsAsia, Vogue ITALIA, Vogue India, Marie France Asia, Her World Plus, Design Good and Conde Nast Traveller.



For more information, please visit matterprints.com or facebook.com/matterprints.

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We source heritage prints and reinterpret them into modern editions. Mobi, Bhalka, Chakri, Kangura, Kamal are just some of the print stories we've told.

Each print comes in a limited edition run of less than 100 pieces.



ABOUT MATTER

MATTER is a socially motivated business connecting communities to opportunity, creating affordable, luxurious, and thoughtfully designed travel wear with stories to tell. Heritage-inspired prints and fabrics provide variety for a key set of signature styles that emphasize quality, beauty, and comfort.