



With no formal training in fashion, Finnish designer Minna Hepburn launched her label in 2008 while living in the middle of the beautiful Dorset countryside. Inspired by her love for vintage clothing, she started creating tops that soon found their way into high end boutiques. What started as a passion and a hobby, has now snowballed into a full-fledged business. Her label is now stocked around the world and has been featured in magazines such as Vogue, Elle, Cosmopolitan, Red, Women's Wear Daily and Easy Living.

Environmental issues are important to Minna and consequently, her label can best be described as Eco Luxe. Each piece is hand embellished and made from sustainable, organic and recycled textiles. Her label has in a short time re-defined what ethical fashion should be. Environmentally friendly production techniques including local manufacturing and zero waste pattern cutting techniques are used for every garment. Minna is always looking into any new ways to minimise the impact to the environment.

Stylish, desirable and beautiful, Minna's range appeals to the wider audience, not just ethical.

Minna also produces a range of children's clothing Inspired by her daughter Kristiina's love for pretty and playful dresses. Minna launched her children's wear label in 2009 made entirely from left-over and end of roll textiles. Intricate hand embellishing and playful details make the children's range the perfect extension to the growing Minna brand.

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