

I AM A
BELGIAN
LABEL

NEW in our WOW collection!

This thick, soft, and cozy plaid is made from recycled cotton, giving it a wonderfully sustainable story. Designed for comfort and warmth, it's the perfect companion for slow evenings and relaxed moments at home.

Because recycled cotton is used, every plaid is truly one of a kind. Subtle variations in color and texture make each piece unique, and small imperfections may occur. These details aren't flaws, they're part of the plaid's natural charm and character.

*A cozy essential with a conscious heart:
sustainable, soft,
and beautifully imperfect.*



WOW plaid

- / Scala linen
- / Rivelle mist
- / Mirelle cocoa
- / Wavely aqua
- / Retica bloom

WOW
what an upgrade!