

The brand's Story



« sencillo »
1^{er} croquis, 1^{er} modèle
Janvier 2016, Bogota,
Colombie

The beginnings

In 2016, designer Eva Falkowski was travelling in Colombia in Bogota where she met Amanda Medina, a Company Director and the owner of her own sewing factory. During the winter of 2016 after seven prototypes Eva's first one piece swimsuit with a crossed back was born. She called it "Sencillo" which in translation means "Easy", "Simple and discreet".

The mixed ideas of simplicity, attractiveness and the desire for perfection created the DNA of Historia Natural.

Each collection is dictated by four fundamental angles:

Body, Flexibility, free Movement and Quality.

Specially selected high quality fabrics and manufacturers are chosen in accordance with the ecological and social values of the brand.

The models are meticulously designed to adapt to the curves of the body, and to sublimate it in all its movements. The inspiration of her models comes from corsetry, activewear and dance.

The founder

Eva Falkowski studied art and history of art in France and Spain, before mastering her fashion design skills at Studio Berçot in Paris. The taste for exclusive materials and fabrics has passed through many generations of her family. The desire to design and manufacture started from her early childhood driven by the passion for drawing.

The female body has always been her main reference point in her artistic approach and remains at the center of her stylish creations.

“The obsession for fine lines, curves and body movement are at the heart of my inspiration.”



Qualities

Protection, Technologies & Benefits

Fabrics selected offer many qualities, thinking about your comfort, well-being and protection, and also improving the duration of the appearance, shape and fit of the garments.



Adaptation, morphology and movement

- High elasticity and recovery of the fiber
- Adapts to all body types
- Maximum freedom of movement
- Soft and comfortable touch



UV protection

- Technology that works by blocks UV rays
- Protects your skin
- High-resistance



Resistance and durability

- Chlorine resistance
- Maintains optimal elasticity longer
- Colors stay vibrant



Sculpts the body and molds its curves

- Flexibility of the fiber
- Comfortable feeling during use
- Airy and breathable material
- Sleeving effect without compression



Easy care

Wash it easily

- Resistant to washing and wrinkles
- Benefit remains for at least 30 washes
- Wash in machine 30°C



Soft Touch

Soft Touch technology

- Incredibly pleasant to touch
- Soft and silky textiles
- Second skin effect

Sustainability

Ecoresponsible

In agreement with the needs of changes in consumption and production patterns, the brand's focus is reducing the environmental footprint from fashion.

Providers' environmental awareness determines the use of processes that reduce the negative impact of industrial activity :

- the reduction of water, energy and emission of gases
- adequate treatment and reuse of water
- recycling the waste generated to preserve the planet's resources

Comitments of each actor

- Local suppliers at the manufacturing place
- Social responsibility of the sewing factory
- Ecological commitments of providers



Eco Process

Environmentally friendly textiles

- Reduction of energy consumption
- Waterless with shorter dyeing and laundry processes
- Water treatment and reuse
- Reduction of CO2 emissions
- Recycling waste



**Safe and
Non-toxic Materials**

Safe for the user and environmentally friendly

- Fabric forder **ISO 14001 certified**
- Chemistry and dye compliant to **Standard 100 by Oeko-Tex®**

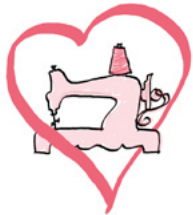
historia natural's Values

Ethical

The French label historia natural is dedicated to ethical production and fairness for the workers.

« We adopt a process of reasoned production, and research about durability.

We are therefore taking a carefully thought-out approach to production, in which just the right amount of resources is used. »



A big-hearted family factory
involved in the community and social engagements.



Handmade
Fair trade and valorisation of local knowledge.



Steps toward 'zero waste'
Maximise the use of raw materials by production optimisation and the use of residual products.



Clear and True
The brand is part of a sustainable and transparent form of production, through its communication.

Links about historia natural

(fr) E-SHOP : historia-natural.com

(fr-en) INTERNATIONAL PUBLICATION ON TRENDS : eurovet.com/en/news/easy-to-wear/

(en) FASHION BLOG : <https://ecolookbook.com/sustainable-swimwear-lookbook-summer-2020/>

(en) ARTICLES IN INTERNATIONAL MAGAZINE : www.intimaasia.com/en/

(fr) ARTICLES IN INTERNATIONAL MAGAZINE : www.intima.fr/fr/

FILM REPORT IN COLOMBIA : [Made in colombia](#)

