

Tagline: Honest Clothing for Real Women.

Our Mission

We of iivi endeavor to create functional high fashion for real women through superior quality materials, sustainable practices, and an honest approach to defining the needs of the modern woman.

Our Process

From the initial design stage to our finalized products, we candidly weigh the value of our concepts to ensure the delivery of maximum performance. We examine the realistic applications our garments will face, and how best to address functionality. This approach is realized through utilizing only fabrics of the highest quality, local New England Studios, and normalized sizing.

Our Vision

Feel at ease transitioning fluidly from brunch with the girls, to the office, and the grocery store. Flow from daycare to date night without pause. Our iivi pieces are designed and proven to support real women in pursuit of life's passions, no mid-day mirror checks necessary. Go boldly into your next big meeting, knowing that your outfit is simultaneously flattering, feminine, and professional.

ABOUT iivi -Our Story

From the initial design stage to our finalized products, we candidly weigh the value of our concepts to ensure the delivery of maximum functionality. We examine the realistic applications our pieces will face, and how best to address these roles. From the necessity of machine washable fabrics to face life with a toddler, to conveying

confidence and class in a formal business environment. Our daily lives as modern women are reflected in our collection.

According to the CDCP database, the average American woman is a Size 14. We disagree with the fashion industry standards that proclaim that this is “Plus Size”. “Plus Size” labeling of this demographic is statistically incorrect, and insinuates unrealistic expectations. Normal, healthy, and content are all emotions that should underly the shopping experience of all women, not just Size 2’s.

“I have slowly put on weight since college and am now a size 14. I am happy with my size, but as I grew, I found I liked shopping less and less. I have always been tall and often have a hard time finding clothes that fit me right. I don’t like the idea of shopping in plus size or being called plus size because I don’t feel “plus”

—Katie Shangraw, Design and Production

With this in mind, our clothing is graded from Size 12 both up and down. This ensures the best possible fit since we are specifically designing for Size 12 women as our starting point, then encompassing Sizes 4-18. As opposed to the standards of the industry, which grade their clothing up from a Size 2, meaning that they simply add material to designs meant to fit a size 2. We refuse to compromise the integrity of our fits, we do not scale to extremes. Our measures of “Extra Small-Large” are set to accurately represent the dynamic bodies and physical realities of modern women, and can be found [Here*word link to sizing page](#)

“I need to be comfortable for my brain to function, and to be successful at work. Tight, constricting clothes, especially blazers, simply don’t work. I would get too distracted by worrying about the clothing’s fit to concentrate on the task at hand. They also made me feel claustrophobic, which is why finding and wearing breathable fabric is so important to me. I love high fashion, style, and minimal looks but they don’t exist above a Size 8, and I’ve never been super skinny. Instead, I make my own clothes with quality fabrics, and friends and

colleagues keep asking me where I buy my clothes, which made me realize that there is a real need.”

—Sirpa Cowell, Founder and Creative

We endeavor to create functional fashion for real women through superior quality materials, and sustainable practices in local New England Studios. We revisit the roots of American textile fashion manufacturing, having sought out the experienced seamstresses of the original industry in Southern Massachusetts. Our core values are based on quality craftsmanship and long-lasting, breathable, materials.

WING SHIRT

DESCRIPTION BRIEF:

The Wing Shirt is our owner’s favorite go-to. For women on the move, this shirt is a must. Effortlessly draping 3/4 open sleeves lend confidence and coverage to mid-elbow, while a wide neckline with just a hint of a ‘V’ pairs femininity and modesty. Go boldly into your next big meeting, knowing that your outfit is simultaneously flattering and professional. Modest hemline side slits banish any fear of bunching and add to the overall flow. Spread your wings and gesture dramatically, be it to your boss or your toddler, this versatile fabric loves the expressive. The marriage of Linen and Rayon has a Japanese origin which is evident in its light and airy texture. Linen provides breathability, while Rayon drapes beautifully, combining to create a flowing look that is as comfortable as it is classy.

COLOR: Black, Dove

SIZE: Extra Small (4-6), Small (8-10), Medium (12-14), Large (16-18)

SLEEVE LENGTH: 20 Inches (Measured on Medium 12-14)

LENGTH: 30 Inches (Measured on Medium 12-14)

MODEL: (First Name) is (height) and wearing size (___)

MATERIAL: 55% Linen, 45% Rayon Fabric

MADE IN THE USA

CARE INSTRUCTIONS: Machine wash warm on gentle cycle, no bleach. Wash with similar colors. Warm iron on reverse side, or tumble dry on low. Our iivi experts recommend hanging to dry. Wrinkled or ironed, this versatile fabric can be dressed up or down with ease.

PRICE: \$175 USD

IN STOCK

ADD TO BAG

ADD TO WISHLIST

HEM DRESS

DESCRIPTION BRIEF:

The Hem Dress combines simplicity and elegance, perfect for any occasion. Strategically de- signed for a complimentary fluid feel, this A-Line dress boasts a geometric hem shape, scoop neck, and cap sleeves. The marriage of Linen and Rayon has a Japanese origin which is evi- dent in its light and airy texture. Linen provides breathability, while Rayon drapes beautifully, combining to create a flowing look that is as comfortable as it is classy.

COLOR: Black, Dove

SIZE: Extra Small (4-6), Small (8-10), Medium (12-14), Large (16-18)

SLEEVE LENGTH: 5 Inches (Measured on Medium 12-14)

LENGTH: 40 Inches (Measured on Medium 12-14)

MODEL: (First Name) is (height) and wearing size (___)

MATERIAL: 55% Linen, 45% Rayon Fabric

MADE IN THE USA

CARE INSTRUCTIONS: Machine wash warm on gentle cycle, no bleach. Wash with similar colors. Warm iron on reverse side, or tumble dry on low. Our iivi experts recommend hanging to dry. Wrinkled or ironed, this versatile fabric can be dressed up or down with ease.

PRICE: \$235 USD

IN STOCK
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VEST:

TENCEL VEST

DESCRIPTION BRIEF:

An attractive alternative to stuffy, restrictive blazers, the Vest adds the perfect touch of formality and function to any outfit. Available in two distinct materials, this piece transforms the most casual of basics from home to office-ready, without sacrificing comfort. Features include two purposeful front pockets, side-split hems, and just a hint of a lapel. The Tencel Vest has a silky, buttery, breathable, feel and look, guaranteed to impress.

COLOR: Black

SIZE: Extra Small (4-6), Small (8-10), Medium (12-14), Large (16-18)

SLEEVE LENGTH: Sleeveless

LENGTH: 40 Inches (Measured on Medium 12-14)

MODEL: (First Name) is (height) and wearing size (___)

MATERIAL: 100% Tencel Twill Enzyme Washed Fabric

MADE IN THE USA

CARE INSTRUCTIONS: Machine wash cool on gentle cycle, no bleach. Wash with similar colors. Do not tumble dry, hang to dry, warm iron on reverse.

PRICE: \$190 USD

IN STOCK

ADD TO BAG

ADD TO WISHLIST

PONTE VEST

DESCRIPTION BRIEF:

An attractive alternative to stuffy, restrictive blazers, the Vest adds the

perfect touch of formality and function to any outfit. Available in two distinct materials, this piece transforms the most casual of basics from home to office-ready, without sacrificing comfort. Features include two purposeful front pockets, side-split hems, and just a hint of a lapel. The Ponte Fabric option consists of a heavier jersey material, designed to hold shape while hinting only at flattering curves. The Ponte Vest has a confidence-inducing weight and smooth look, garnering respect.

COLOR: Heather Charcoal, Black

SIZE: Extra Small (4-6), Small (8-10), Medium (12-14), Large (16-18)

SLEEVE LENGTH: Sleeveless

LENGTH: 40 Inches (Measured on Medium 12-14)

MODEL: (First Name) is (height) and wearing size (___)

MATERIAL: Ponte Fabric (68% Rayon, 28% Nylon, 5% Spandex)

MADE IN THE USA

CARE INSTRUCTIONS: Machine wash warm on gentle cycle, no bleach. Wash with similar colors. Can tumble dry on low, our iivi experts recommend hanging to dry, warm iron on reverse.

PRICE: \$190 USD

IN STOCK

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ADD TO WISHLIST

JERSEY DRESS

DESCRIPTION BRIEF:

Aptly named after the feel of the Ponte fabric, the Jersey Dress is a timeless classic. Ponte Fabric consists of a heavier jersey material, designed to hold shape while hinting only at flattering curves. This dress places special emphasis on looking your best from every angle, especially the back. Details such as a pleated back yoke, jewel-neck, and elbow-length sleeves, ensure this. Hidden in-seam pockets add to its functionality, proving that fashion and function are not mutually exclusive.

COLOR: Heather Charcoal, Black

SIZE: Extra Small (4-6), Small (8-10), Medium (12-14), Large (16-18)

SLEEVE LENGTH: 10.5 Inches (Measured on Medium 12-14)

LENGTH: 37 Inches (Measured on Medium 12-14)

MODEL: (First Name) is (height) and wearing size (___)

MATERIAL: Ponte Fabric (68% Rayon, 28% Nylon, 5% Spandex)

MADE IN THE USA

CARE INSTRUCTIONS: Machine wash warm on gentle cycle, no bleach. Wash with similar colors. Can tumble dry on low, our iivi experts recommend hanging to dry, warm iron on reverse.

PRICE: \$175 USD

IN STOCK

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ADD TO WISHLIST

BOX DRESS

DESCRIPTION BRIEF:

The Box Dress embodies effortless sophistication. Gently sloping shoulders meld seamlessly into a modest sleeveless cut. Long, flirty hemline side slits accentuate this versatile, tunic dress. Lightweight, breathable, Rayon Matte Jersey Fabric make it our top choice for summer, however it is still worthy of winter. Layering to fit the season is as easy as making the transition from day to night.

COLOR: Black, Pebble

SIZE: Extra Small (4-6), Small (8-10), Medium (12-14), Large (16-18)

SLEEVE LENGTH: Sleeveless

LENGTH: 48.5 Inches (Measured on Medium 12-14)

MODEL:(First Name) is (height) and wearing size (___)

MATERIAL: 100% Rayon Matte Jersey Fabric

MADE IN THE USA

CARE INSTRUCTIONS: Machine wash cool on gentle cycle, no bleach. Wash with similar colors. Do not tumble dry, hang to dry, warm iron on reverse.

PRICE: \$175 USD

IN STOCK
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BOX SHIRT

DESCRIPTION BRIEF:

The Box Shirt carries all the sophisticated grace of the Box Dress, but without the additional length. Gently sloping shoulders meld seamlessly into a modest, sleeveless, cut. Rayon Matte Jersey Fabric keep this wardrobe staple lightweight and breathable. A scoop neck, and a wide hemline seam accentuated by short side slits, are just some of the details that make this piece a must-have.

COLOR: Black, Pebble

SIZE: Extra Small (4-6), Small (8-10), Medium (12-14), Large (16-18)

SLEEVE LENGTH: Sleeveless

LENGTH: 28.5 Inches (Measured on Medium 12-14)

MODEL: (First Name) is (Height) and wearing size (___)

MATERIAL: 100% Rayon Matte Jersey Fabric

MADE IN THE USA

CARE INSTRUCTIONS: Machine wash cool on gentle cycle, no bleach. Wash with similar colors. Do not tumble dry, hang to dry, warm iron on reverse.

PRICE: \$150 USD

IN STOCK
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SLIT DRESS

DESCRIPTION BRIEF:

The Slit Dress melds femininity and function for a balanced professional look. The modest neckline 'V' slit is mirrored at the hemline, allowing you to stride with purpose. Elbow-length sleeves and a straight back adds to its finesse, accentuated by Ponte Fabric.

Ponte Fabric consists of a heavier jersey material, designed to hold shape while hinting only at flattering curves.

COLOR: Black, White

SIZE: Extra Small (4-6), Small (8-10), Medium (12-14), Large (16-18)

SLEEVE LENGTH: 10.5 Inches (Measured on Medium 12-14)

LENGTH: 41 Inches (Measured on Medium 12-14)

MODEL: (First Name) is (Height) and wearing size (___)

MATERIAL: Ponte Fabric (68% Rayon, 28% Nylon, 5% Spandex)

MADE IN THE USA

CARE INSTRUCTIONS: Machine wash warm on gentle cycle, no bleach. Wash with similar colors. Can tumble dry on low, our livi experts recommend hanging to dry, warm iron on reverse.

PRICE: \$165 USD

IN STOCK

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LOOSE DRESS

DESCRIPTION BRIEF:

The perfect little black (or blue) dress, the Loose Dress personifies chic. Gently sloping shoulders meld into elbow-length sleeves, while flirty hemline side slits add fluidity. The jewel neck- line ensures an appropriate, flawless transition from day to night. Thanks to the harmony of smart lines and silky, breathable, buttery Tencel Fabric, this wardrobe staple has limitless possibilities.

COLOR: Slate Blue, Black

SIZE: Extra Small (4-6), Small (8-10), Medium (12-14), Large (16-18)

SLEEVE LENGTH: 20.5 Inches (Measured on Medium 12-14)

LENGTH: 39 Inches (Measured on Medium 12-14)

MODEL: (First Name) is (Height) and wearing size (___)

MATERIAL: 100% Tencel Twill Enzyme Washed Fabric

CARE INSTRUCTIONS: Machine wash cool on gentle cycle, no bleach. Wash with similar colors. Do not tumble dry, hang to dry, warm iron on reverse.

PRICE: \$170 USD

IN STOCK

ADD TO BAG

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Model perspectives:

Meet our models!

Katie

“I’m Katie! A new mom to a 3 month old girl. Living in Maine and working from home as a design consultant. I love family, nature, and I love to cook and bake. I felt so confident in the clothes, especially just after having a baby. The flowy dresses & shirts easily hide my extra baby weight, which is one less thing to worry about! I love how each item can be worn casually or dressed up for something more formal. I definitely see these as staple items to my wardrobe! I envision myself wearing these to family parties, a night out in the city, or even a wedding!”

Christina

“I’m Christina - writer, editor, performer, coffee enthusiast. I love how effortless and versatile the iivi collection is! I’m a big fan of colorful, vibrant accessories and these styles are the perfect canvas. My favorite piece is the gray rayon Box Shirt because it not only looks great dressed up or down, but it’s so comfy to wear! Plus, I travel often, and this top is great for helping me to pack light. “

Marissa

“I’m Marissa. I’m married and have a 3 year old son. I work in the healthcare field and am also a photographer and an artist. I enjoy

spending time with my family and seeing my son experience life. I couldn't believe how comfortable I felt when I put on the tan/gray linen (Wing Shirt) top. I walked taller and felt really glamorous in it! It hid the parts of me that I wanted it to while accentuating other parts. Paired with skinny jeans and super cute shoes, it made the perfect outfit! I could see myself wearing it on a date with my husband; going out with the girls to catch a movie; or just walking along the beach, pants rolled up and shoes slung over my shoulder. The iivi collection is made up of amazing designs that are unique and versatile and make you feel like the beautiful woman you are.”

Catherine

“I’m Cat! Some of my favorite hats include: Radio Personality, DJ, Professional Mountain Biker, Marketing Consultant, SheJumps Ambassador, Bacon Connoisseur. I devote my energy exclusively to my passions, and in doing so never quite make enough time to plan and execute out- fits. iivishop takes the uncertainty out of my closet. With the Box Shirt and Slit Dress now among my wardrobe essentials, there is no hesitation before I head out the door, fully confident that I’m appropriately garbed for all my varying roles. How comfortable and cute I feel is an added bonus!”

Casey

“I'm Casey! Administrative Assistant for a booking agency, Stage Manager, Tour Manager and mom of 5. Working backstage at shows and running the kids around tend to leave my wardrobe in a t-shirt & jeans state. With little time to take care of myself, it's easier to just wear things that are comfortable and forget about looking good too. However, the iivi collection miraculously made me feel both comfortable and sexy at the same time. The flow of the material was soft but not clingy so I felt like a woman and not once was worried about my problem areas. Being a constantly moving, switching it up

kind of woman, I LOVE THE VERSATILITY. Just a little tweak of accessories or the shoes and I can go from a production meeting one minute, to escorting the headlining act to a night club in the next. Thank you iivi for making real clothes for today's women.”

Maria

“I'm Maria! I'm a ceramic artist; making functional and sculptural work, and share my love of clay through teaching. I'm also a mom to an intrepid toddler, the maple sugar-maker's wife, and an off-grid homesteader. With so many distractions simplicity is a necessity in my life. The minimal elegance of the iivi collection is at once sophisticated and unbelievably comfortable. As an artist, attention to detail is important to me. The lines and movement of the fabric, and the quality of the stitching are immediately apparent. I can easily see myself floating through the crowd at a gallery opening in these clothes, or just being comfortable in my own skin for a trip out on the town. I will also mention that life with a toddler is messy. Within hours of wearing my favorite (Wing) shirt my daughter smeared melty dark chocolate all over it! It washed out with ease and it continues to look great.”

Heidi

“My name is Heidi. I am a single mom of two talented children. In my downtime I enjoy art and photography. I've lived in the North Country of New Hampshire for about 7 years. In that time I've worked with low income families on infant nutrition and parent education. I'm currently work- ing in a toy and book shop to take a breather before I jump back in. In all the jobs I've had, be- ing comfortable and professional are important. I love that the iivi line is so versatile, you can dress it up and down while feeling comfortable, professional and sexy. I love how soft the materials are, and how they stretch with your body, without constriction. It makes it very hard to pick my favorite piece. I want to bring them all home. The black split dress I felt I could wear any- where, it's my favorite of the dresses that hugs you without that tight constricting feeling. Thank you iivi for making me feel beautiful in this crazy, everyday life!”
