

senscommon
about



senscommon is a minimalist lifestyle apparel label based in Porto, enabling enhanced everyday living through innovative textiles and utilitarian approach to design. We are crafting future archetypes in close collaboration with sustainably, forward thinking partners of the Norte region of Portugal.

senscommon is aimed at the go-getting-hard-working-optimistic types, that won't take no for an answer, who are always on the go and live life with an almost doomsday optimism.

At senscommon, utility runs fiber-deep, well-being is woven into the product and design is intertwined with sustainability.

senscommon.com

senscommon
drop 23/24

thick technology
thin layer





senscommon per-piece dye layers
enhanced by Tencel™ technology
one of a kind, hand-dyed technique
minimizing chemical-use in production



senscommon per-piece dye layers
enhanced by Tencel™ technology
one of a kind, hand-dyed pattern
minimizing chemical-use in production



senscommon a-flow jerseys
enhanced by Tencel™ technology
for silk-like comfort
from water-saving fiber



senscommon heat-wave layers
enhanced by Tan-Through™ technology
for seamless tan
chemical-less UV protection of SPF 8



senscommon at-ease trousers
enhanced by Amni® Soul Eco technology
lightweight, low-maintenance
biodegrades in landfill conditions



senscommon inter-season layers
enhanced by engineered wool
from cruelty-free, Portuguese sheep





senscommon inter-season layers
enhanced by TENCEL™ technology
and wool-fleece
all-year comfort



senscommon re-cover layers
enhanced by cruelty-free wool
quilted between layers of recycled polyester





senscommon re-cover layers
enhanced by cruelty-free wool
quilted between layers of recycled polyester



senscommon at-ease packs
lightweight mobility
enhanced by Seaqual® technology
reinforced grid-weave
from ocean plastics





senscommon re-cover layers
enhanced by cruelty-free wool
quilted between layers of recycled polyester

senscommon

in-sens solution 01

In collaboration with Nordshield®, senscommon presents a unique time-encapsulating solution for your wardrobe — an odour-preventing spray for clothing and shoes that adds a physical layer of anti-bacterial protection and durability to textiles applied on.

Developed in Finland, the revolutionary Nordshield® technology uses extractives from pine trees – natural byproducts of the forestry industry – as a defense layer preventing the formation of odours from bacteria on most textiles.

This active and long-lasting biochemical treatment reduces the need for washing your clothing, prolonging its “as new” feeling, and extending its lifespan – all while saving countless litres of water and chemicals from laundry.



senscommon
founder Laura

senscommon uses haute-couture principles and knowledge gleaned from a past in Paris.

The founder, Laura Šilinska studied fashion and textile design in Paris, then worked for the haute-couture houses of Alexis Mabille and Viktor&Rolf. With this background Laura designs in a 3D way, draping around the body or life function.

Laura's passion for textile innovation means everything is ideated from textiles outwards. Each senscommon product intuitively makes the best use of its materials and seamlessly fits into ones contemporary, urban living.

Utility and purpose-oriented approach makes senscommon stand out among other sustainability concepts. Not filling the planet with more "stuff" and only releasing designs that are a smart improvement of anything you can find already. Design better, not more.

