



HOUSE OF K'IND

LONDON

AW24

Kindness is our superpower®



HOUSE OF KIND
LONDON

Our Founder

Sonica Beckmann

An England and Wales qualified solicitor and mother of two who wants to challenge the status quo.

Sonica believes you can lead with kindness (having managed legal teams for international retailers in this way herself); and believes that magic is made when women come together and support one another. House of Kind is Sonica's way of reminding people of the power of kindness in the workplace and uniting women and empowering them through dress.

House of Kind is a brand that allows women to seek out like-minded women in business. Those who hold the same kind and supportive values, women who aren't afraid to show some emotion and wear their heart on their sleeves but never fail to get the job done; and each garment is carefully crafted with this in mind.



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THE HOUSE OF KIND VISION

The vision is that 'House of Kind, London' will transcend its status as a women's clothing brand and spark a much-needed movement of kindness in the corporate world, globally.

At House of Kind, we see kindness as more than a buzzword, it is the core philosophy of our brand. We truly believe that 'Kindness is our superpower©', and want nothing more than to share this superpower with you so you too feel empowered in the workplace and beyond and are able to pass the magic on.

The price points are deliberately affordable and without having compromised on quality as Sonica feels there is greater value in building a workplace sisterhood, than creating clothing that prices women out.

Bored of boxy, masculine styles - Sonica has deliberately created a collection of feminine shapes which celebrate the female form.

HOUSE RULES



House of Kind is designed to disrupt the corporate world and put women where they should be: lifting one another to the top!

Our HOUSE RULES are featured on each swing tag and contain our guiding principles. Every wearer will read the House Rules and feel part of our Sisterhood.

A reminder to embrace diversity, uphold integrity, celebrate success, show empathy, and prioritise mental well-being.

We might be kind, but we are not weak!





The TrailBLAZER™

(Inspired by real women in business)



HOUSE OF KIND
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Sisterhood is at the core of House of Kind, it is our response to the 'Old Boys Club'.

The mission is to create a 'sisterhood' through clothing, to help further women's rights and gender equality in the workplace.

The TrailBLAZERS™ feature a purple love heart on the right cuff, this signifies unity and that a woman who is wearing our brand, is a sister. She holds the same values as you, you can feel supported in her presence.







The TrailBLAZER™ FIT

*(I.D Determined fits different, size chart on product page)

	XS	S	M	L	XL
Length	65	66	67	68	69
1/2 Waist	43.1	44.4	45.7	47	48.3
1/2 Chest	46.1	47.4	48.7	50	51.3

The TrailBLAZER™

M.A Legacy

Inspired by a real life workplace icon.

She is edgy, driven and established. A leader. A CEO. The kind of woman who fought for a seat at the table and once seated proceeded to extend the table so other women can also sit.

She believes in supporting women and will always help you when she can.

Style highlights:

- The one that will take you from boardroom to bar.
- PU leather sleeves, collar and pocket details.
- Soft boucle body fits the curves of your body.
- Signature Gold metal buttons elevate The TrailBLAZER™.
- Single breasted for a streamlined fit.

Style no: HOK-1001

FABRIC COMPOSITION:

70% TENCEL
30% WOOL

LINING:

100% VISCOSE

BUTTONS:

GOLD EMBOSSED METAL.



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The TrailBLAZER™

T.T Elevate

Inspired by a real life woman at the top of her career game.

She is wise, respected and at the top of her game. A-List. C-Suite. The kind of woman whose presence commands attention and people take notes when she speaks. She will push you to grow, praise you in your absence and wants you to join her at the top.

Style highlights:

- The one you will want to wear in and out of the office!
- Unique Aztec print.
- Double Breasted shape for a flattering shape.
- Signature Coral buttons for a pop of colour.
- Pair with jeans for a more dressed down look.

Style no: HOK-1002

FABRIC COMPOSITION:

65% POLYESTER
35% VISCOSE

LINING:
100% VISCOSE
BUTTONS:
CORAL METAL



The TrailBLAZER™

D.W Inspire

Inspired by a real life 'work mum'.

She is insightful, fearless and outspoken. A leader and matriarch. The kind of woman who has seen it all. Having earned her stripes, she now makes it her mission to ensure you earn yours. She is there to guide you, advise you and will even fight your corner if needed.

Style highlights:

- The one that adds colour to your work wardrobe!
- Hues of pink, Purple Power™ and white create our signature House Tweed.
- Single breasted for a sleek fit.
- Enamel buttons add elegance.
- Perfect for pairing with our 'She wears the trousers' for the office or jeans for a relaxed look.

Style no: HOK-1003

FABRIC COMPOSITION:

65% POLYESTER
25% COTTON
10% NYLON

LINING:

100% VISCOSE

BUTTONS:

GOLD METAL AND WHITE ENAMEL





The TrailBLAZER™

P.B Inclusive

Inspired by a real-life inclusivity champion.

She is beautifully different, empathetic and embraces diversity. The kind of woman who believes that everyone should be included, valued and heard. She will give you a safe space to speak and celebrate your differences.

Style highlights:

- The one that reminds the world to be kind.
- A delicate yet powerful skin tone rainbow falls over the pockets.
- Double breasted fit for added structure.
- Enamel buttons for sleek finish.
- Perfect for pairing with our 'Mini but mighty' skirt for the office or jeans for an off duty look.

Style no: HOK-1008

FABRIC COMPOSITION:

65% POLYESTER
25% COTTON
10% NYLON

LINING:

100% VISCOSE

BUTTONS:

GOLD METAL & WHITE ENAMEL



HOUSE OF KIND
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The TrailBLAZER™

C.M Boundaries

Inspired by a real life woman who knows her worth.

She is balanced, respectful and respected. The kind of woman who is inherently kind but nobody's fool. She is around when you need her but sets healthy boundaries to protect her integrity and well-being, as well as yours.

Style highlights:

- The subtle pinstripe one that means business.
- Soft pinstripes run through a bold navy base.
- Single breasted for a sleek fit.
- Blue metal buttons compliment the chic design.
- Perfect for pairing with our 'She wears the trousers' for the office and our Goddess Blouse.

FABRIC COMPOSITION:

80% WOOL
17.5% TENCEL
2.5% LINEN

LINING:

100% VISCOSE
BUTTONS:
Blue Metal

Style no: HOK-1004





The TrailBLAZER™

L.B Driven

Inspired by a real life working woman who has fought her way to the top.

She is fierce, persistent and hardworking. The kind of woman who pursues her life with the commitment and determination necessary to achieving her goals. She aims high and won't settle for less, serving as a reminder you that you should also be striving for success.

Style highlights:

- The one that goes with everything!
- Classic camel tone is perfect for pairing with black, navy & Purple Power™.
- Single breasted for a sleek fit.
- Signature gold buttons elevate the simple design.
- She's the perfect get down to business blazer which can be worn for work or play!

Style no: HOK-1005

FABRIC COMPOSITION:

65% POLYESTER
35% VISCOSE

LINING:

100% VISCOSE

BUTTONS:

Gold Metal



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The TrailBLAZER™

J.F Reliable

Inspired by a real life working woman who's loyalty never fades.

She is hardworking, honest and consistent. The kind of woman who gets the job done and takes pride in doing it well. She is there when you need her and will never let you down. The business loves her.

Style highlights:

- Everything is going to be all-white with The TrailBLAZER™.
- Fresh white oozes empowerment.
- Single breasted for a sleek fit.
- Signature gold and white enamel buttons add next level chic.
- Perfectly paired with our EqualiTEE™ and 'She wears the trousers' for the boardroom or jeans for that shopping trip!

Style no: HOK-1012

FABRIC COMPOSITION:

65% POLYESTER
35% VISCOSE

LINING:

100% VISCOSE

BUTTONS:

GOLD METAL & WHITE ENAMEL



The TrailBLAZER™

K.W Motivate

Inspired by a real life go-getter.

She is optimistic, dedicated and bright. The kind of woman who shines like a beacon of light even on those testing days; the days when everything overruns and there is a 2-hour meeting of 20 that could have been a one-line email.

Style highlights:

- The one that empowers you to shine in any situation.
- Tonal gold and silver contour The TrailBLAZER™ for a unique look!
- Single breasted for a sleek fit.
- Signature gold buttons turn up the sparkle.
- She's the mover and shaker of your wardrobe, wear for presenting at that conference or after-work drinks!

Style no: HOK-1007

FABRIC COMPOSITION:

90% POLYESTER,
10% PU

LINING:

100% VISCOSE

BUTTONS:

GOLD METAL



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The TrailBLAZER™

I.D Determined (Navy)

Inspired by Sonica's younger-self.

She is focused, dedicated and energetic. The kind of woman who stays resilient in the face of new challenges with the knowledge that one day she will succeed...

Style highlights:

- The one that works with every outfit for confidence in every situation.
- More conservative in look with three button finish.
- Single breasted for a sleek fit, slightly shorter cut.
- Signature tonal navy buttons for sophisticated style.
- Team with the EqualiTEE™ and 'She wears the trousers' for an on pointe business look.

Style no: HOK-1013

FABRIC COMPOSITION:

72% POLYESTER,
15% TENCEL
10% WOOL
3% SPANDEX

LINING:
100% VISCOSE
BUTTONS:
TONAL NAVY



The TrailBLAZER™

I.D Determined (Black)

Inspired by Sonica's younger-self.

Style highlights:

- The one that works with every outfit for confidence in every situation.
- More conservative in look with three button finish.
- Single breasted for a sleek fit, slightly shorter cut.
- Signature tonal black buttons for sophisticated style.
- Team with the EqualiTEE™ and 'She wears the trousers' for an on pointe business look.

Style no: HOK-1006

	XS	S	M	L	XL
Length	65	66	67	68	69
½ Waist	43.1	44.4	45.7	47	48.3
½ Chest	46.1	47.4	48.7	50	51.3

FABRIC COMPOSITION:

72% POLYESTER,
15% TENCEL
10% WOOL
3% SPANDEX

LINING:
100% VISCOSE

BUTTONS:
TONAL BLACK




HOUSE OF KIND
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THE GODDESS BLOUSE



The Foundations Goddess Blouse (White)

She bows to none.

Style highlights:

- Light-weight white polyester Blouse.
- Versatile 'Kindness is our superpower®' embroidered bow can be worn as a pussy bow neckline or left loose.
- Signature Gold metal button cuffs for elegance.
- Can be worn tucked in or out dependent on preference.
- Discreet centre front buttons to minimise gaping.
- Pair with The TrailBLAZER™ or wear alone for an empowering twist on the work blouse.

Style no: HOK-1010

	XS	s	M	L	XL
Length	63	64	65	66	67
½ Waist	43.1	44.4	45.7	47	48.3
½ Chest	46.1	47.4	48.7	50	51.3

FABRIC COMPOSITION:

100% POLYESTER
DOUBLE-SIDED EMBROIDERED
DETAILING ON BOW- KINDNESS IS
OUR SUPERPOWER™

BUTTONS:
GOLD METAL



The Foundations Goddess Blouse (Black)

She bows to none.

Style highlights:

- Light-weight black polyester Blouse.
- Versatile 'Kindness is our superpower®' embroidered bow can be worn as a pussy bow neckline or left loose.
- Signature Gold metal button cuffs for elegance.
- Can be worn tucked in or out dependent on preference.
- Discreet centre front buttons to minimise gaping.
- Pair with The TrailBLAZER™ or wear alone for an empowering twist on the work blouse.

Style no: HOK-1016

	XS	s	M	L	XL
Length	63	64	65	66	67
½ Waist	43.1	44.4	45.7	47	48.3
½ Chest	46.1	47.4	48.7	50	51.3

FABRIC COMPOSITION:

100% POLYESTER
DOUBLE-SIDED EMBROIDERED
DETAILING ON BOW- KINDNESS IS
OUR SUPERPOWER™

BUTTONS:
GOLD METAL



HOUSE OF KIND
LONDON



EqualiTEE™



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The Foundations EqualiTEE™ (Black)

Because every woman deserves to be part
of the sisterhood.

Style highlights:

- Flattering black tee with signature House of Kind embroidered logo.
- Short sleeve tee perfect for layering.
- Can be worn tucked in or out dependent on preference.
- Pair with The TrailBLAZER™ or wear alone with House of Kind Skirts or 'She wears the trousers' collection.
- Affordable, entry level tee to the HOK Sisterhood.

Style no: HOK-1015

	XS	S	M	L	XL
Length	53.5	56	58.5	60	62.5
½ chest	43	44.5	46	48	50
Hem	46	47	48	50.5	52

FABRIC COMPOSITION:

95% COTTON
5% SPANDEX





The Foundations EqualiTEE™ (White)

Because every woman deserves to be part of the sisterhood.

Style highlights:

- Flattering white tee with signature House of Kind embroidered logo.
- Short sleeve tee perfect for layering.
- Can be worn tucked in or out dependent on preference.
- Pair with The TrailBLAZER™ or wear alone with House of Kind Skirts or 'She wears the trousers' collection.
- Affordable, entry level tee to the HOK Sisterhood.

Style no: HOK-1009

	XS	S	M	L	XL
Length	53.5	56	58.5	60	62.5
½ chest	43	44.5	46	48	50
Hem	46	47	48	50.5	52

FABRIC COMPOSITION:

95% COTTON
5% SPANDEX



Mini but mighty



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The Foundations

Mini but mighty (Black)

For the Sister who gets it done.

Style highlights:

- The little black skirt that goes with everything!
- A comfortable and flattering length skirt.
- Tulip shape.
- Pair with The Goddess Blouse or EqualiTEE™, layer with any of The TrailBLAZERS™.
- Perfect for a busy woman on the move.

Style no: HOK-1018

	XS	S	M	L	XL
Length	48	49	50	51	52
Hips	45	46.5	48	49.5	52
Waist 1/2	33.5	35.5	37.5	42	44.5

FABRIC COMPOSITION:

65% POLYESTER
35% VISCOSE



The Foundations

Mini but mighty (Purple Power™)

For the Sister who gets it done.

Style highlights:

- The house Purple Power™ works perfectly with all of the collections adding a pop of colour to your wardrobe.
- A comfortable and flattering length skirt.
- Tulip shape.
- Pair with The Goddess Blouse or EqualiTEE™, layer with any of The TrailBLAZERS™.
- Perfect for a busy woman on the move.

Style no: HOK-1019

	XS	S	M	L	XL
Length	48	49	50	51	52
Hips	45	46.5	48	49.5	52
Waist 1/2	33.5	35.5	37.5	42	44.5

FABRIC COMPOSITION:

65% POLYESTER
35% VISCOSE

She's in charge

The Foundations

She's in charge

For the woman who commands a room.

Style highlights:

- Form-fitting silky PU pencil skirt which is sure to empower the wearer.
- Sits just above the hip for a flattering shape.
- Lined with our House 'Kindness is our superpower' lining.
- Concealed zip for flawless shape.
- Back slit for comfort and practicality.
- Perfectly paired with M.A Legacy for a co-ord look.

Style no: HOK-1014

	XS	S	M	L	XL
Length	64	65	66	67	68
Hips	43	45	47.5	50	52.5
Waist	66	71	76	81	86

FABRIC COMPOSITION:

50% PU
50% POLYESTER
LINING:
100% VISCOSE





She wears the trousers



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The Foundations

She wears the trousers

For the woman who means business.

Style highlights:

- Straight cut wool mix trousers, with subtle belt loops.
- Ankle slit for versatility of footwear.
- Luxuriously lined with our House 'Kindness is our superpower' lining.
- House of Kind logo below back pocket.
- Signature House of Kind buttons in tonal black.
- Elegant style which can be paired as a co-ord with I.D Determined or worn with any of The TrailBLAZERS™.

Style no: HOK-1011

	XS	S	M	L	XL
Length (outside leg)	93.7	95.5	97	99	101
Hips 1/2	43	45	47.5	50	52.5
Waist 1/2	34	35.5	38	40.5	44

FABRIC COMPOSITION:

72% POLYESTER
15% TENCEL
10% WOOL
3% SPANDEX

LINING:
100% VISCOSE



From Boardroom to Bar.



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LONDON

SALES ENQUIRIES:

neil@labellabs.eu

+420-727-928-813

+971-56-216-1227



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[@Houseofkind.london](#)
www.Houseofkind.london