

I = happiness

PLAN BERTHELOT
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Plans driven by love, passion, friendship and beauty are bound to make people happy



**LIVING FROM
YOUR PASSION**

“Be the change you
want to see in the

world”

by
Gandhi



BAHAREH PANJEH SHAHI
KISS AND TELL



I love **KISS AND TELL** • a silk story

www.kiss-and-tell.nl/

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FROM BEING A LAWYER/M&A ADVISOR TO STARTING YOUR OWN FAIR TRADE FASHION LABEL

KISS AND TELL IS A RESPONSIBLE FASHION LABEL FOUNDED BACK IN 2012. THEY ONLY WORK WITH NATURAL SILK, HAND-WOVEN IN NORTHEAST INDIA. WHEN YOU WEAR A KISS AND TELL DRESS, YOU WEAR AN HONEST AND BEAUTIFUL STORY SO I WANT TO TELL THE STORY OF BAHAREH PANJEH SHAHI.

I MET BAHAREH back in 2009 when she was working as an M&A advisor in Amsterdam. We both attended a course in “Negotiating skills in M&A”. Shortly after, I noticed she was no longer listed as an employee in our intranet. I did not really hear of her again until I saw on LinkedIn that she was participating in the Marie Claire Starters Award with KISS AND TELL. I read about it, liked her idea so together with thousands of other people, I voted for her and she won. So what had happened? How did this young woman go from being a lawyer/M&A

advisor to starting up her own fair trade fashion label ...

Winning the Marie Claire Starters Awards was a significant step.

IN 2011, after six years of working as a lawyer, she missed the passion and became restless. She needed a change of scenery and went travelling to South-East Asia and ended up in India. If you have ever been there, you will probably understand that this vibrant and colorful place that is so different to everything you know can change you. In the case of Bahareh, it did. While she was there, she met farmers and weavers who made beautiful silk fabrics. Most of us only know satin silk but there are many different types with completely different textures sometimes as thin as linen or as thick as tweed. She got in touch with a local NGO in India who told her that this was the traditional natural Indian Silk, all

hand-made and from the northern part of India. She went there, met these traditional farmers, spinners, weavers and dyers.

She was amazed and could almost not believe that this too was silk and so the idea of telling these silk stories was born.

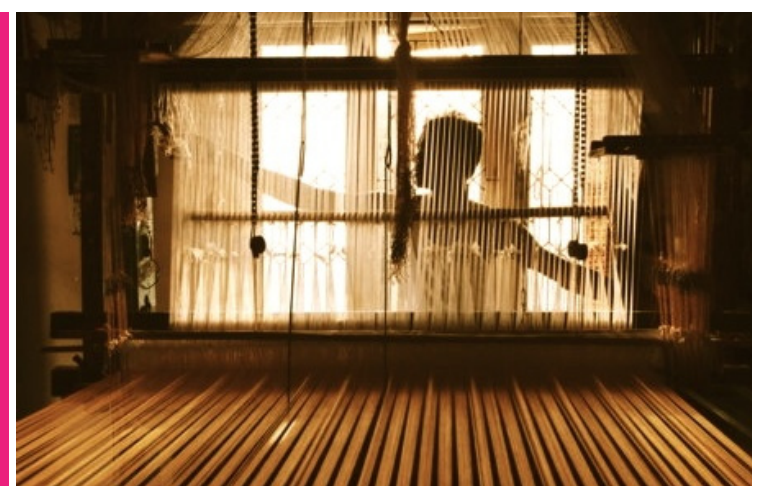
WHEN SHE CAME BACK to the Netherlands after the trip, she did not know exactly what to do with all the experiences lived in India but she did know one thing – she did not want to go back to working as an employee. She wanted to do her own thing so little by little she started doing market research into the fashion industry and into the scalability

of hand-woven silk. Most commercial silk is machine woven but she wanted to work with handmade fabrics only. She needed to make sure that she would be able to follow the demand because she knew the product would be a success if she could put it on the market. To test whether her business plan was solid enough and had potential, she participated in the Marie Claire Starters Awards. She won and used the €5,000 go to India and make the first collection and with that first collection she was able to convince 20 boutiques (mainly in Amsterdam) to sell her dresses. Through “Investors without Frontiers”, she found another investor who helped her get where she is today. Now she is collecting additional funding through “Crowdfunding” to design and market KISS AND TELL’S new collection. The dresses are fantastic, she is a driven woman, her story is wonderful so if you want to make sure she continues to grow, follow her, support her and if you have some cash to spare, have a look at the investment opportunities.

THE SPECIAL THING about the fabrics they use is that they are hand-woven which is becoming quite rare meaning this trade is

Bahareh about passion:

“I always had the drive to work hard but that drive is not the same as being truly passionate about making the world a better place, about having a genuine interest in people, about building or creating your own thing. I always think about Gandhi who said: “Be the change you want to see in the world”



One of the silk weavers she met during her trip to India - Pinterest KISS AND TELL



dying as using machines makes producing silk faster and cheaper but lowers the quality. On top of that, commercial Silk production kills the silkworms, by putting their cocoons in boiling water.

KISS AND TELL silk respects nature and tradition and protects and promotes traditional silk farming.

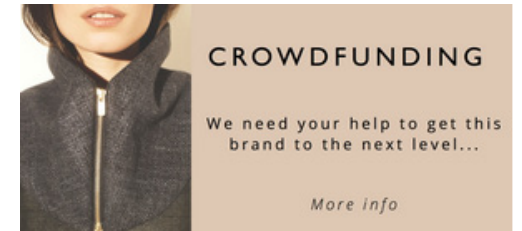
For example, the Peace Silk they use comes from a worm that makes a small opening in its own cocoon so it can crawl out as a beautiful butterfly and fly away freely. There is a similar story behind each type of silk they use.

According to Indian believes these fabrics bring you luck and prosperity in life!

ALSO, EVERY DRESS HAS A NAME and helps to tell the story. They want people to be conscious of where their clothes come from, who made it, how many hands touched it and in what conditions the people who make our clothes live in.

KISS AND TELL works directly with the weavers without intermediaries meaning that they can pay the weavers a fair price and still have a high quality fabric that is not too expensive which is a win-win for both parties. They also work with a local NGO in India, who's aim it is to keep the natural silk farming in India alive and to help as many farmers, weavers and spinners find work.

“Good luck Bahareh. KISS AND TELL deserves to become a big success and I hope to buy one of your dresses soon.”



[More info](#)

driven by love and passion.