



ELIZAFULKNER

2025

www.elizafaulkner.com

Brand Book



ELIZAFULKNER

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Brand/Book

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ELIZAFULKNER

OUR MISSION

AT ELIZA FAULKNER OUR MISSION IS TO CREATE BOLD, FEMININE WOMENSWEAR THAT COMBINES SUSTAINABILITY, NATURAL FIBERS, AND INTRICATE FEMININE DETAILS. WITH A COMMITMENT TO ETHICAL MANUFACTURING AND FASHION FORWARD DESIGN, WE AIM TO PROVIDE GARMENTS THAT EMPOWER WOMEN AND CAN BE CHERISHED FOR A LIFETIME.

At our core, we believe in the power of fashion to celebrate **individuality** and **inspire confidence**. We are dedicated to creating **bold and feminine** pieces that transcend trends and can be cherished forever. Our designs embody the essence of femininity, with an emphasis on elegance, grace, and always with a touch of playfulness. We meticulously source **eco-friendly materials** and **prioritize natural fibers** that are gentle on the environment. By carefully selecting our suppliers and manufacturing partners, we strive to **minimize our carbon footprint** while championing fair labor practices. Eliza Faulkner is not just a brand; it is a **celebration of femininity, craftsmanship, and the enduring allure of fashion**.





ELIZAFALKNER

CORE VALUES

CREATIVITY / INTEGRITY BEAUTY / TRANSPARENCY

CREATIVITY

We view creativity as not just an artistic endeavor, but a **way of life**. All obstacles have exciting results when they are approached with a creative mind-set. At ELIZAFALKNER we never accept the status-quo or let society tell us how things are done. The magic of life is that there is always a **new way** to do things.

INTEGRITY

At ELIZA FALKNER we all share a broad range of values, including **sustainability, equity, accessibility, and inclusivity**. In essence, we aim to treat everyone fairly by doing business with people that share these values, and create a world free of exploitation.

BEAUTY

Why do we do what we do? To make money? To make products? No, we do what we do to **clothe people in beauty, to spread joy through color and image, and to provide a better life for ourselves, our employees and partners**. In everything we approach we use campground rules. "Leave it better than you found it" Let's make the world a better place.

TRANSPARENCY

In a post-truth world of cynical marketing and misleading claims, one can almost become despondent to the idea of truth and feel totally helpless. We want to remedy that by always staying **true to our word, never lying to our customer, and showing that caring matters, and will make a positive change in this world**. It may seem less-than-perfect sometimes, not sugar-coating the truth, but that honesty leads to trust, and trust is the basis of any long relationship.



ELIZAFULKNER

DESIGNER BIO

Eliza was born and raised on Vancouver Island where she was fortunate to experience the wild and untamed beauty of the west coast. Born with a creative spirit and an eye for style, she embarked on a journey that would shape her into the designer she is today. Her mother, hailing from a wool making tradition in New Zealand introduced her to sewing and dressmaking at a young age, starting what would turn out to be a lifelong passion. And later, opened a shoe store, introducing Eliza to the world of retail and especially marketing. Eliza's passion led her to pursue her design studies at Central St. Martin's, a prestigious institution that nurtured her talent and fueled her ambition. After graduating with honours in 2008, Eliza sought to refine her craft even further by working alongside Erdem, Roland Mouret, and Zandra Rhodes. These experiences provided invaluable insights into the world of fashion, cementing her love for design and the fashion industry. While her career has taken her across the globe, Eliza now calls Montreal home. In this dynamic and vibrant city, she thrives alongside her supportive family, finding inspiration in the city's eclectic charm and creative community.



ELIZAFULKNER

PRODUCTION

LOCALLY MADE QUALITY GARMENTS ETHICAL PRODUCTION

Along with the design studio and all operations, ELIZA FAULKNER is proud to manufacture all of its clothing in Montreal, Canada. We choose to **contribute** to the **local economy** as much as we can, and are proud to be part of the renaissance of the famous Chabanel garment district in Montreal, once one of the biggest in the world. We benefit from this by being able to have **constant interaction** with our **manufacturing partners**, as they are all within the city, if not a few blocks away. We also get to **build personal relationships** with our partners **based on trust and communication**. This ensures not only **quality**, but that everyone is being treated **fairly and equitably**. And in this time of supply-chain issues and a labor shortage, we are better positioned to deliver without interruptions.

ELIZAFULKNER

SUSTAINABILITY

We are first to admit that the fashion industry is not sustainable, and our products are by no means perfect. But Eliza started the brand to fix what is broken in this industry, not perpetuate it, and we are doing everything we can to push the industry in the right direction. Here's what we actually do:

DESIGN TO LAST
LOCAL MANUFACTURING
DEADSTOCK FABRIC
BUY FROM MILLS
BUY FROM DEALERS OF RESPUTE
UPCYCLED ACCESSORIES
MINIMAL PACKAGING
CARBON - OFFSET SHIPPING
NATURAL DYEING
UPCYCLING PROGRAM
LINEN INITIATIVE



CANFLAX + ELIZAFULKNER

**BRIDGING INDUSTRY &
AGRICULTURE; TECHNOLOGY &
CRAFT.**

WHAT IS CANFLAX?

Canflax was born out of Eliza Faulkner's commitment to sourcing more responsible textiles. Driven by a lack of confidence in existing options and the claims behind new innovations, Eliza's partner Arin embarked on a mission to create a sustainable, transparent, and traceable supply chain for linen — a favored textile of Eliza's.

Canflax is now at the forefront of a significant industrial revival of the fiber-flax industry in North America. Following a substantial seed round in 2023 and a successful proof-of-concept, Canflax is scaling operations by importing European technology and expertise.

In SS27, Eliza Faulkner will proudly present the first collection made exclusively from flax grown in Quebec. This collaboration between Eliza Faulkner and Canflax represents a shared commitment to establishing a complete linen supply chain in North America.

Canflax's purpose is to support farmers in producing the highest quality fibre for the market. In partnership with our collaborators, Eliza Faulkner will develop the finest textiles from that fibre, offering you the first North American linen in over 70 years and the first truly farm-to-closet collection.

FREE PEOPLE + ELIZAFULKNER

ELIZA FAULKNER X FREE PEOPLE: A COLLABORATION IN CREATIVITY

At Eliza Faulkner, we believe in the power of bold femininity, thoughtful design, and craftsmanship rooted in Montreal. Our collaboration with Free People has been a testament to these values, blending our signature aesthetic with the effortless, free-spirited energy of such an iconic global brand.

We've had the privilege of creating custom pieces that celebrate the intersection of modern romance and everyday wearability. This collaboration has allowed us to experiment with our patterns and colourways while staying true to the design ethos that defines Eliza Faulkner—strong, playful, and refreshingly unconventional.

For several seasons, we've worked closely with Free People to bring our designs to their devoted audience. From statement puff sleeves to structured yet comfortable silhouettes, each piece reflects our mutual commitment to creativity and individuality. Seeing our designs embraced by Free People's global community has been incredibly rewarding, and we're eager to continue growing this relationship.

Building on this success, Eliza Faulkner is expanding its collaborative reach in 2025, partnering with other retailers to bring our distinct identity to even more brands and audiences. These upcoming projects further our mission of blending our signature aesthetic with like-minded companies, reinforcing our ability to create pieces that feel both unique and effortlessly integrated into diverse collections.

As we continue to grow, collaboration remains at the heart of our journey. With Free People and beyond, we look forward to forging meaningful creative partnerships that celebrate bold, contemporary fashion.



ELIZAFULKNER
PRESS

THE KIT

 REFINERY29

ELLE

CO/E~~TEUR~~

WHO WHAT WEAR

yahoo!
finance

VMAGAZINE

the
Strategist

NYLON

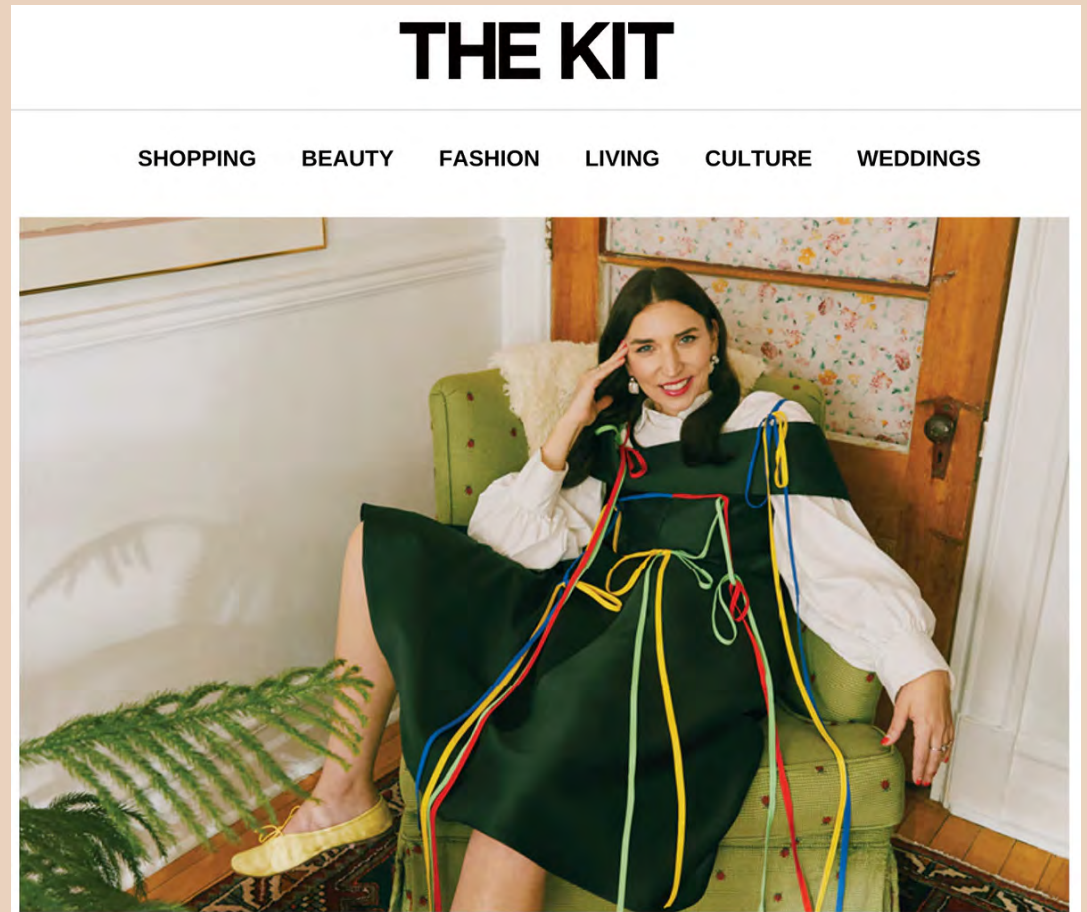
FASHION

marie claire

BAZAAR^{Harper's}

THE GLOBE AND MAIL*

hypebae



Eliza Faulkner ouvre sa boutique dans le Mile End



InStyle

NEWS CELEBRITY BEAUTY LIFESTYLE FASHION WELLNESS SHOPPING ABOUT US

Eliza Faulkner's New Collection Just Made Coastal Regencycore a Thing

By Amber Ramirez Published on May 30, 2023 @ 11:07 AM



Every time a new season of Bridgerton drops, [Regencycore](#) roars its will.

ELLE

Eliza Faulkner célèbre ses 10 ans avec une nouvelle collection!

La maison de couture Eliza Faulkner fête ses 10 ans avec une nouvelle collection. Découvrez nos coups de cœur et les tendances.



Depuis 2013, les créations de la designer Eliza Faulkner sont gamines, rigolotes et sensées. Et maintenant, elles ont atteint des sommets de beauté. À la fois, les modèles de la collection.

ELIZAFULKNER

STOCKISTS

ELIZA FAULKNER FLAGSHIP

Eliza Faulkner - Montreal

ONLINE

Rent The Runway
Garmentory
Nuuly
Free People

USA

Belljar
Catwalk Boutique
Cocobello
Cozette's
Dear Neighbour
Goldbug
Pepper & Parlour
Pipe & Row
Rhoan
Small Talk
The Sunday Standard
Vibrant Market

CANADA

Ad Hoc
Belle et Rebelle
Ease
Leo Boutique
Loversland
Modern Fable
Odelyo
Simons 13 Locations across Canada
Still Life
Slowly Slowly
Vend Collective
Victoire



SOCIAL

@elizafaulkner
www.elizafaulkner.com

A full-page photograph of a woman with long, wavy brown hair, wearing a vibrant red, ruffled, sleeveless dress. She is looking directly at the camera with a neutral expression, and her hands are raised to shoulder height, palms facing forward. The background is a plain, light-colored wall.

CONTACT

General Inquiries

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Sales

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A black and white photograph of two women standing against a plain, light-colored background. The woman on the left is Black, with her hair in long braids, wearing a light-colored oversized coat with a wide belt and puffed sleeves. She is gesturing with her right hand, pointing her index finger upwards. The woman on the right is white, with long wavy hair and bangs, wearing a dark-colored oversized coat with a wide belt and puffed sleeves. She is gesturing with both hands, palms facing forward. The brand name 'ELIZAFULKNER' is overlaid in large white serif font across the center of the image.

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