HACOY

Giving each piece a passport of its own

How a small fashion house gave each of its products a passport and each piece a code of its own, how complete it is, and what the first months taught us.

57	4,093	4	9 of 57
product passports	piece records, each with its own code	languages on every passport	with a certificate for the raw material

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Every figure comes from our own records, read on 18 October 2026, and is named in the sources at the end. Nothing in this note names another brand.

In short

Each of our 57 products has a passport that says what it is made of, where it was designed and made, how to care for it and how it can be repaired, in four languages. Beneath those 57 passports sit 4,093 records of individual pieces, each with its own code. Since 15 October 2026 every new order is linked to the exact pieces packed for it, and the buyer receives their codes in a letter called Meet your piece.

This note describes how we built it, how complete it is, and what the first months taught us. The short version: the hard part is not the page, it is the document behind every line.

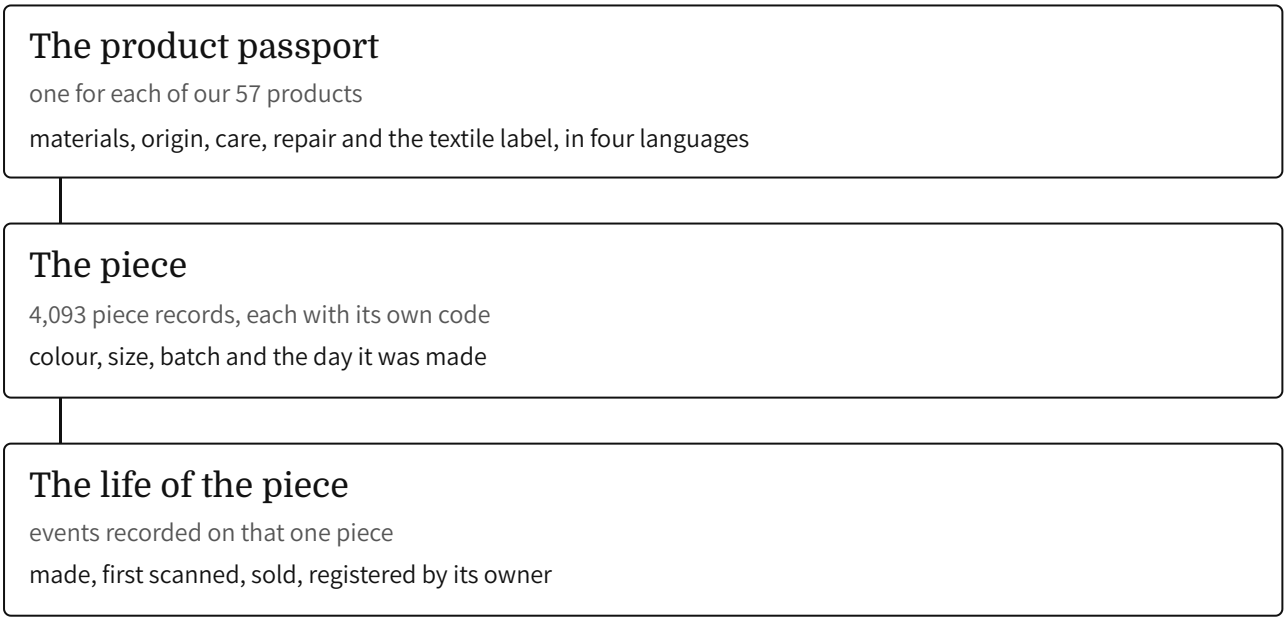
Why we started early

The EU's Ecodesign Regulation, Regulation (EU) 2024/1781, will ask clothing brands for a product passport. The rules for textiles are not adopted yet; the Commission's working plan names 2027 as the indicative year. We started in May 2026 because a small house can learn more by building than by waiting.

We call ours Meet your piece, and we do not call it a regulated passport. It is our early version, built ahead of the rules, and we will only use the regulatory name once ours meets them in full.

Two layers

Two layers: the product and the piece



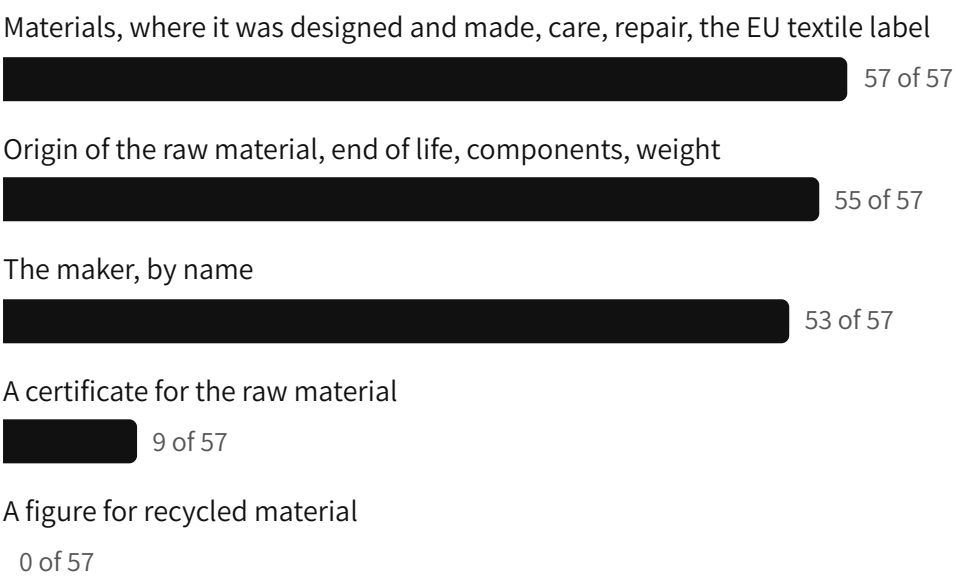
Source: the passport tables in the Studio, 18 October 2026. A product passport holds many pieces; each piece keeps its own record.

A product passport is the same for every piece of one product: the materials, the origin, the care, the repair, the textile label. A piece is one garment, with its own code, colour, size, batch and day of making. Its record grows as it lives: made, first scanned, sold, registered by its owner.

The two layers matter because a passport for a product tells you about a design, while a passport for a piece can tell you about your shirt.

What the passports hold

What our 57 passports hold



Source: the 57 product passports in the Studio, read on 18 October 2026. A field counts when it holds a value; fields with the same count share a row. Where no document stands behind a line, we leave it empty.

The six fields in the first row are filled on all 57 passports. The four in the second row are filled on 55, and the maker is named on 53. Two lines stand out because they are almost empty: a certificate for the raw material exists on 9 passports, and a figure for recycled material on none.

Those empty lines are deliberate. We write a line only when a document stands behind it, and we hold no certificate for recycled material, so the line stays empty. 48 of the 57 products are made in Italy, and our 9 linen products in Lithuania.

How it grew

How the passport grew

28 May 2026

Pieces get their own code and page, starting with 140 numbered pieces of our bamboo T shirt.

31 July 2026

The passport is renamed Meet your piece, the words already printed on our labels.

4 September 2026

Every passport has its pieces, and the website gets a form to verify a piece by its code.

15 October 2026

Every new order is linked to the exact pieces packed for it, and the buyer receives the codes in a letter called Meet your piece.

Source: our project records of the passport, May to October 2026.

What the first numbers say

Since May, 77 pieces have been scanned at least once. Since 15 October, 6 pieces have been linked to an order and 9 invitations to register have been sent. One piece is marked as registered, on the day the piece pages went live in May, without an owner's address. No buyer has registered a piece since the codes started going out.

These numbers are too early to mean much, and we say so plainly. The link between an order and its pieces has existed for three days. And a scan does not yet tell us who scanned: our own checks of printed labels and an owner's first look are recorded the same way.

What we learned

The hard part is the document, not the page. Building the page took days. Finding the certificate, the supplier note or the fibre test behind each line takes months, and some lines are still empty because the document does not exist yet. A passport is only as honest as its emptiest line.

A dry name keeps people away. We first called the page Product Passport Preview. It read like a report, not like something about your own piece. We renamed it Meet your piece on 31 July 2026, the words already printed on our labels, so the label and the page now speak with one voice.

A code is not a passport until it is attached. From early September every product had a pool of piece codes, but a code means something only once it is printed, sewn in and handed to a buyer. Linking each order to its pieces on 15 October was the step that made the piece layer real.

We cannot yet tell our own scans from an owner's. That is the first thing to fix, because without it we cannot answer the question we care about most: whether people use the passport at all.

What we would like to know

Whether a passport changes how long a piece is kept and cared for is one of the open questions on our research page. Students who would like to work on it are welcome; we share the structure of the passports and anonymised, aggregated piece events.

Sources

The figures come from our own records: the product passports, piece records and piece events in the Studio, read on 18 October 2026, and our project records of the passport from May to October 2026. The EU timing is from Regulation (EU) 2024/1781 and the Commission's working plan COM(2025) 187, as summarised in our research on passport carriers of 16 October 2026.