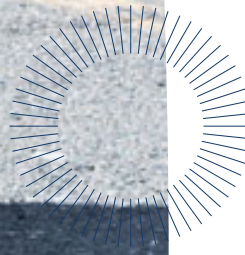


TAIYETY

www.taiyety.com



PRESS KIT





The Taiyety Sisters

www.taiyety.com

Best friends since day one, it was inevitable that these two sisters would join creative forces. Chrissa is a photographer and artist, Ereni is a marketing professor, and together they are TAIYETY.

Originally from the TAYGETOS Mountain region in the Peloponnese, the sisters thought it was natural to use a variation of the name of the place that formed their earliest Greek memories. Their ancestral village is Loganikos, and there they formed early memories of the scarf as they saw their grandmother and the village women wrap it around their hair, tie it on top of their head and gently tuck in their long braids at the bottom. Some were vibrant, others muted blues, and when in mourning they would be black. Their mother would often pull her hair back in colorful bandanas to keep it off her face while cooking or in the yard. As they got older, they too repeated this and found that the scarf, in all its variations, had become a staple in their daily attire.

The name TAIYETY is a small tribute to all the village women, their mother and all their beautiful scarves.

prounounced

TIE - YEH - TEE

www.taiyety.com

THE BRAND

www.taiyety.com

Taiyety is an artistic fusion of photography and fashion. The brand draws inspiration from the Greek landscape as well as colorful urban scapes. Designs are layered, edgy, and always full of texture and color.

Following a slow fashion approach, the sisters focus on sustainability, craftsmanship and the longevity of their collections.

Created in very limited editions, TAIYETY designs are timeless, meant to be worn for many years. Wear them, collect them and pass them on to the next generation as you would a piece of art. Each scarf is one of a precious few.





THE ARTIST

www.taiyety.com

Chrissa is the photographer artist behind the TAIYETY label. Deeply influenced by Greek culture, modernist cinema and Eastern philosophy, Chrissa creates dreamy and evocative images that leave a lingering impression.

For TAIYETY, Chrissa chooses images from her travels that are rich in texture and detail, and vary from vibrant blues to grungy walls. Every scarf reveals a piece of her story and together form her visual narrative.

WHY CASHMERE

Cashmere is a strong and extraordinary fiber that is warm in the winter, and breathable in the summer, making it a versatile and luxurious material. We digitally print on cashmere because of its ability to render a fluid piece of art that when wrapped an array of colors and lines are experienced, while when open the artwork is revealed. The fabric galvanizes the image creating a most luxurious experience for the wearer, both in the softness of the material and the beauty of the imagery.



The Greek Collection

www.taiyety.com



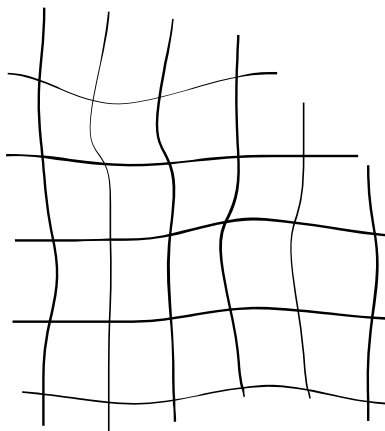
The Core Collection

www.taiyety.com



The Urban Collection

www.taiyety.com



Press



PRODUCT HIGHLIGHT

THE BRAND SMITHS

PODCAST



Spa Style: Classic Cashmere

Cashmere never goes out of style. Here are three of our favorite lines, featuring luxe new offerings just in time for the holidays.

[Insiders Guide to Spas / Dec 14, 2022](#)



Long-Distance Chat with Photographer Chrissa Markos

We had the chance to speak with Chrissa Markos, a Massachusetts-based artist who works primarily with photography and print. Read below to learn more.

ARTIST INTERVIEW

art in print



ARTIST HIGHLIGHT

WHERE YOU CAN FIND US

MA

Cadeau- Brookline Village

**Four Seasons One Dalton
Spa**- Boston

Tess- Cambridge, Boston

ONLINE

WWW.TAIYETY.COM

NY

Hellenic Aesthetic Boutique
- Queens, NY

MI

The Harbor Grand Hotel
- New Buffalo

ME

Cliff House- Cape Reddick



CONTACT



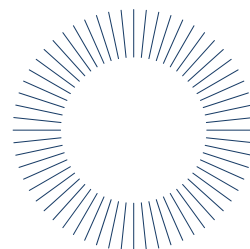
Chrissa Markos, Founder/ Creative Director

Ereni Markos, Co-founder/Marketing+Sales

hello@taiyety.com

@taiyetytextiles

www.taiyety.com





INSPO

