







BASE MATERIALS

"When you come back from a long journey, offer your family something though it only be a stone." - Lebanese proverb.

Culture and memory gives life to objects. They express who we are, our beliefs, our values.

Growing up in an immigrant family from Lebanon, my parents carried the past within the contents of their luggage. I carried on their traditions whilst starting my own.

Exploring the relationship between material-culture and personal identity, this first lookbook investigates how objects can create new ways to build and re-frame ourselves.

- Gabriel Abi-Saab, Etymology Founder & Creative Director



YASIIN

An almond-shaped toe provides an elegant yet versatile appearance. From the side, the Yasiin's flowing lines streamline the tassel loafer, the vamp waterfaling towards the toe, creating a sense of fluidity. Subtle ornamentation furnishes the shoe, amplifying the wearer's personality.



ITO BROWN

When honing the loafer to its essential qualities we were careful to preserve its masculine character. Its most prominent feature, the front strap, is wide, confident, and clean, standing as the shoe's focal centre. Meanwhile, the pared-back apron allows the design to "breathe". The result is a subtly defined toe that is well integrated and coherent with the shoe's aesthetic. As opposed to rigidity or control, the overall design is meant to convey strength and openness.



UTZON

When developing the Utzon we paid special attention to the shape of the waist, which we understood was key to modernising the shoe's design. It was important to us that the waist was clearly defined, that it supported the wearer's foot, and that it also served as the shoe's visual fulcrum. The interplay of these elements produces a shoe that expresses relaxed decorum.



ITO BLACK

The Ito's most distinctive characteristic is its lightness. Viewed from the side, the loafer waterfalls from a low tongue, slipping into the quarters before rounding off towards the toe. From the rear, the absence of a heel counter assists the shoe's fluid lines to ebb and flow into each other. When seen from above, the shoe's muscular waist curves inwards coming to rest at a gentle valley.



fig.1 'THE YASIIN'



THE YASIIN TASSEL LOAFER

A shoe for the individualist.

The Yasiin features subtle ornamentation to amplify the wearer's personality. Featuring a timeless almond shape, the upper waterfalls toward the toe, forming a playful yet elegant silhouette.

DESIGN NOTES

Playful. Bold. Charismatic.

MATERIALS

Calf leather upper sourced from Italy. Leather lining. Leather outsole. Cork midsole.

CONSTRUCTION

Goodyear welted sole with padded insole involving over 125 steps.





NAME: THE YASIIN

STYLE: TASSEL LOAFER



fig. 2 'THE ITO'



THE ITO LOAFER

A distinguished loafer. Inspired by modernist architecture.

The simple lines of the Ito express the idea of beauty through function.

DESIGN NOTES

Considered. Confident.
Enduring.

MATERIALS

Calf suede upper sourced from Spain. Leather lining. Leather outsole. Cork midsole.

CONSTRUCTION

Goodyear welted sole with padded insole involving over 125 steps.





fig. 3 'THE UTZON'



THE UTZON OXFORD

*Defined understatement.
A timeless icon.*

The Utzon is intentionally designed with a rounded last that expresses self-assurance. Influenced by modernist forms, the silhouette is simple yet understated.

DESIGN NOTES

Assured. Principled.
Fastidious.

MATERIALS

Calf leather upper sourced from Italy. Leather lining. Leather outsole. Cork midsole.

CONSTRUCTION

Goodyear welted sole with padded insole involving over 125 steps.





fig. 4 'THE ITO'



THE ITO LOAFER (BLACK CALF)

A distinguished loafer. Inspired by modernist architecture.

The simple lines of the Ito express the idea of beauty through function.

DESIGN NOTES

Considered. Confident.
Enduring.

MATERIALS

Calf leather upper sourced from Italy. Leather lining. Leather outsole. Cork midsole.

CONSTRUCTION

Goodyear welted sole with padded insole involving over 125 steps.







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