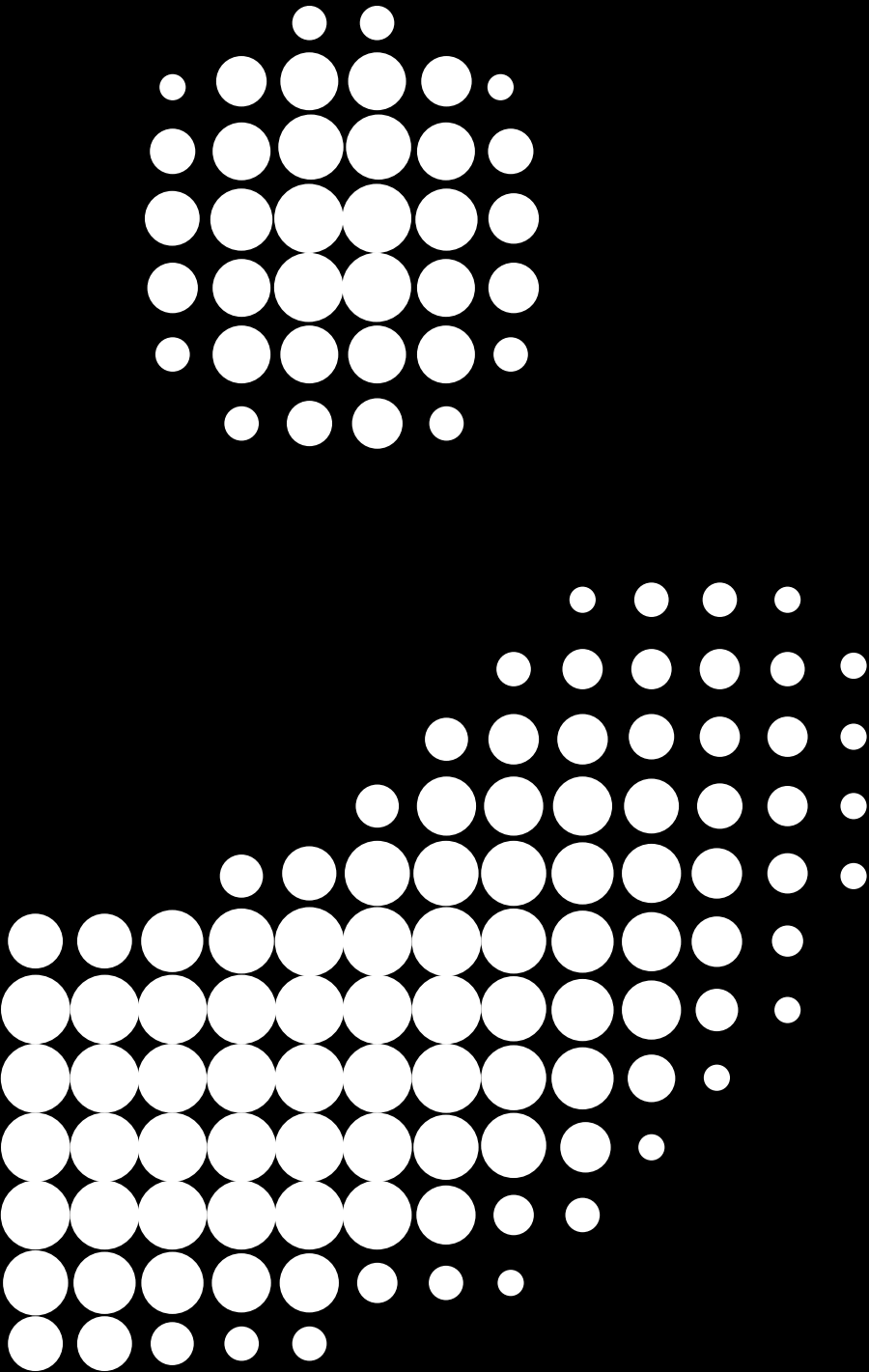


MOI

STORY AND COLLECTION 2020-2021



Hello there.
Nice to see you.

It all started with

s i l e n c e .

We Finns are famous for not talking a lot. Or at all. So even saying "hi" can feel too personal sometimes.

POLKU



There's a reason for that:
Our generations-long battle with
Nordic climate.



A N E M O N E

NANOUK



Think about it.

When it's dark and snowing, you can hardly see inches ahead, let alone spot another human being [or tell one apart from a bear].

R U U S U

And when it's -30 degrees Celsius, why would anybody want to stop to have a chat with you? [That would be like chit chatting in a refrigerator.]

So the Finns learned to turn inwards.





That's why we, Mari and Anu, wanted to find a way to make it easier for people to greet others. But without actually having to say anything ;]

That meant borrowing a Finnish innovation from the 1950s, the reflector. [Which was invented by a farmer who lost his dear horse on a road with no street lights when a car hit her. Not cool.]



KATTI

So we expanded the original idea and started testing woollen mittens and beanies that had communicative reflective prints on them.



TAIKA



M E R I

We wanted them to be practical, ethical and fun to use, but were worried how they would be received.



K I V I

Turned out people loved them. *Sigh*

HEHKU



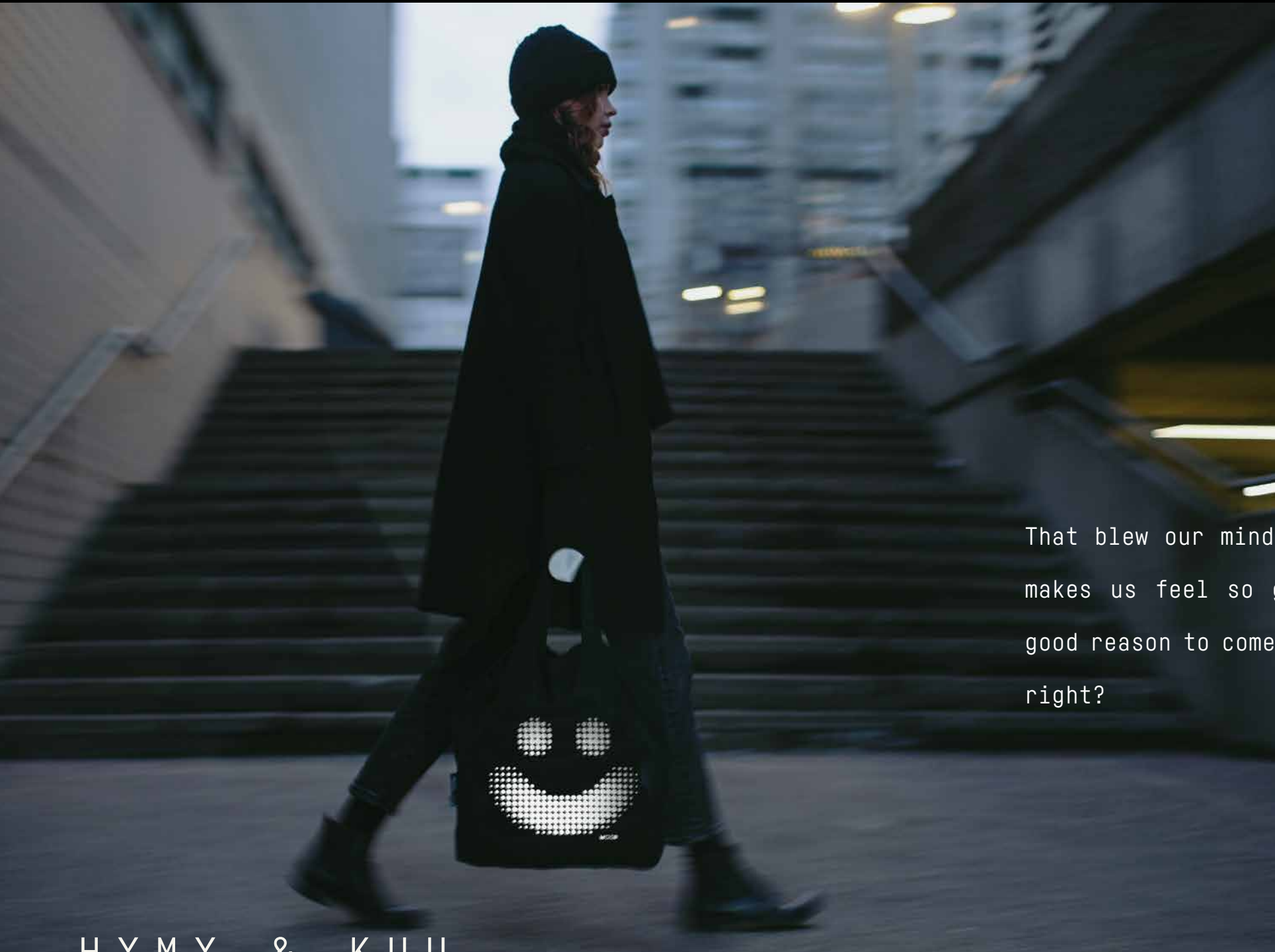
And not only that.

We were told that these shiny accessories
let people show who they are, make
others smile, and start conversations
that turn into friendships.



H Y M Y

What?! Knitted pieces of cloth can do that?!



That blew our minds. Still does. And makes us feel so grateful. A pretty good reason to come to work every day, right?

H Y M Y & K U U

P I O N I & K U U

That's something we want to keep
cherishing with our future vintages.
To help you notice others and get
noticed by others.

To help your beautiful soul shine outward.



s h i n e .
t i m e
I t ' s
t o

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