

ALOHA SUNDAY



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ALOHA SUNDAY
2023 SPRING and SUMMER

ALOHA SUNDAY

AS A CHILD I SPENT HOURS IN THE SHORE BREAK OF KAILUA BEACH. THE TRADEWINDS CONSTANT AND STEADY BROUGHT ABOUT JUST ENOUGH OF A WAVE TO CATCH A QUICK GLIDE BEFORE LAPPING UP ON THE WHITE SAND BEACH. THE PERSISTENT WIND CONTINUED ON FORCING MOISTURE UP THE KO'OLAU MOUNTAIN RANGE FORMING CLOUDS AND THE RAINS THAT WOULD REPLENISH THE WATERFALLS AND RIVERS OF THE WINDWARD SIDE. THESE TRADEWINDS WERE CALLED MAKANI BY THE ANCIENT HAWAIIANS WHICH TRANSLATES TO THE LIFE-GIVING SPIRIT OF AIR. IT'S THIS WIND THAT HELPED SHAPE THE ISLANDS OF HAWAII. THE PROCESS OF FORCING THE OCEANS MOISTURE UP THE MOUNTAINS ALLOWS WATER TO TRAVEL TO NEW HEIGHTS, AND CHANGE SHAPE TO MEET THE NEEDS OF THE ENVIRONMENT. IT'S IN THE SPIRIT OF THE TRADEWINDS AND WATER'S ABILITY TAKE THE SHAPE OF MANY FORMS THAT WE UTILIZE DESIGN TO CAREFULLY CRAFT TEXTILES SUITABLE FOR THEIR ENVIRONMENT.

ETHOS

ALOHA SUNDAY IS AN ADAPTATION OF A COMMONLY USED PHRASE IN HAWAII. ALOHA FRIDAY IS OFTEN ARTICULATED AS A CELEBRATION OF THE END OF A WORKWEEK AND AN EXPRESSION OF RELIEF THAT THE WEEKEND IS NEAR. AS A PLAY OFF OF THIS NOTION ALOHA SUNDAY WAS BORN... A CHALLENGE AND ENCOURAGEMENT TO LIVE PASSIONATELY AND IN A WAY THAT CELEBRATES THE START OF THE WEEK. THE ALOHA SUNDAY COLLECTION IS CONTEMPORARY MEN'S RANGE OF FINELY TAILORED CLOTHING BUILT AROUND THE CONCEPT OF DRESSING FOR OCCASION. INSPIRED BY LIFE IN HAWAII AND OTHER RESORT CENTRIC LOCALES, THE BRAND BUILDS ON THE FOUNDATION THAT LIFE AS HOLIDAY IS MORE ABOUT PERSPECTIVE AND INTENT THAN HAPPENSTANCE. THE VISION FOR ALOHA SUNDAY HAS ALWAYS BEEN TO CREATE FUNCTIONAL CLIMATE FRIENDLY AND REGIONALLY APPROPRIATE ATTIRE THAT MAINTAINS A SHARP AND PUT TOGETHER LOOK. ALOHA SUNDAY IS PROUDLY MADE IN THE USA.

ALOHA SUNDAY





AS WAVES / AS1001

COLOR : WHITE / SAND / BLACK / NAVY

PRICE : 8,000YEN (W/O TAX)



CITY / AS1002

COLOR : WHITE / SAND / BLACK / NAVY

PRICE : 8,000YEN (W/O TAX)



BUMPER / AS1003

COLOR : WHITE / SAND / BLACK / NAVY

PRICE : 8,000YEN (W/O TAX)





BAR / AS1004

COLOR : WHITE / BLACK / NAVY

PRICE : 8,000YEN (W/O TAX)



DUSK / AS1005

COLOR : WHITE / BLACK / NAVY

PRICE : 8,000YEN (W/O TAX)



AS BEACH / AS1006

COLOR : WHITE / BLACK / NAVY

PRICE : 8,000YEN (W/O TAX)



DUSK / AS1007 **COLOR : WHITE / BEIGE / BLACK / NAVY** **PRICE : 8,000YEN (W/O TAX)**



HICAL / AS1008 **COLOR : WHITE / SAND / BLACK / NAVY** **PRICE : 8,000YEN (W/O TAX)**



WATER LINE / AS1009

COLOR : WHITE / BLACK

PRICE : 8,000YEN (W/O TAX)



LIFE SAVER / AS1010

COLOR : WHITE / BLACK

PRICE : 8,000YEN (W/O TAX)



AS WAVES BORDER / AS1011

COLOR : GRAY / BROWN / NAVY

PRICE : 12,000YEN (W/O TAX)



CITY BORDER / AS1012

COLOR : GREEN / BROWN / NAVY

PRICE : 12,000YEN (W/O TAX)



LA JOLLA HOODIE / AS4001
COLOR : OFF / NAVY PRICE : 30,000YEN (W/O TAX)



LA JOLLA JKT / AS5001
COLOR : OFF / NAVY PRICE : 45,000YEN (W/O TAX)



LA JOLLA SHORTS / AS6001
COLOR : OFF / NAVY PRICE : 27,000YEN (W/O TAX)



PACIFIC CHINO / AS6002

COLOR : BROWN BEIGE / GRAY / BLACK

PRICE : 20,000YEN (W/O TAX)



PACIFIC CHINO SHORTS / AS6003

COLOR : PALE CINNAMON / GRAY / BLACK

PRICE : 18,000YEN (W/O TAX)





AS WAVES JACKET RUBBER / AS9001

COLOR : BLACK

PRICE : 38,000YEN (W/O TAX)



AS WAVES JACKET NEOPRENE / AS9002

COLOR : NAVY

PRICE : 35,000YEN (W/O TAX)



AS WAVES SURF SHORTS / AS9003

COLOR : NAVY & WHITE / YELLOW & GRAY & NAVY

PRICE : 25,000YEN (W/O TAX)





CITY FRAGRANCE BAR KEY HOLDER / AS8001

COLOR : BLACK / PURPLE / RED / PINK / LIGHT BLUE

PRICE : 4,000YEN (W/O TAX)





AS WAVES TOTE BAG / AS7001

AS WAVES LUNCH TOTE BAG / AS7002

AS WAVES TOTE BAG / AS7001

AS WAVES LUNCH TOTE BAG / AS7002

COLOR : BLACK

PRICE : 7,500YEN (W/O TAX)

COLOR : BLACK

PRICE : 6,500YEN (W/O TAX)

COLOR : OFF

PRICE : 7,500YEN (W/O TAX)

COLOR : OFF

PRICE : 6,500YEN (W/O TAX)



AS WAVES CLEAR COLOR TOTE BAG / AS7003

COLOR : YELLOW&GREEN / CLEAR / BLACK

PRICE : 5,500YEN (w/o TAX)



AS WAVES NEOPRENE TOTE BAG / AS7004

COLOR : GREEN / BLACK / GRAY

PRICE : 9,500YEN (w/o TAX)



BAR LOW CAP / AS7005

COLOR : BLACK / NAVY / SAND KHAKI

PRICE : 5,000YEN (W/O TAX)



CITY LOW CAP / AS7006

COLOR : BLACK / NAVY / SAND KHAKI

PRICE : 5,000YEN (W/O TAX)



DUSK HAT / AS7007

COLOR : BLACK / NAVY / SAND KHAKI

PRICE : 5,000YEN (W/O TAX)





AS WAVES HAND TOWEL / AS8003

PRICE : 3,000YEN (W/O TAX)

AS WAVES SPORTS TOWEL / AS8004

PRICE : 4,500YEN (W/O TAX)

AS WAVES BEACH TOWEL / AS8005

PRICE : 12,000YEN (W/O TAX)



AS WAVES CUSHION COVER / AS8006

PRICE : 3,500YEN (W/O TAX)



AS WAVES DINNER MUG / AS8008
COLOR : GRAY / NAVY / SAND PRICE : 4,000YEN (W/O TAX)



AS WAVES COLOR : PINK / BLACK



BAR COLOR : BLUE / BLACK

BIG MUG / AS8009
PRICE : 3,500YEN (W/O TAX)



HICAL COLOR : BLACK / GREEN



DUSK COLOR : BLUE / BLACK

ALOHA SUNDAY

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BAR

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DUSK

ALOHA
SUNDAY

ALOHA
SUNDAY

AS WAVES

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CITY

CUTTING STICKER S / AS8010

COLOR : BLACK / WHITE
PRICE : 700YEN (W/O TAX)

CUTTING STICKER M / AS8011

COLOR : BLACK / WHITE
PRICE : 800YEN (W/O TAX)

CUTTING STICKER L / AS8012

COLOR : BLACK / WHITE
PRICE : 1,000YEN (W/O TAX)



AS BUTTON BADGES / AS8007

COLOR : ASSORT
PRICE : 350YEN (W/O TAX)



AS BEACH

ACRYLIC KEY HOLDER / AS8002

COLOR : WHITE / BLACK
PRICE : 1,200YEN (W/O TAX)



BAR



HICAL



DUSK



WATER WAVE