STAND OUT FROM THE CROWD

WE TELL OUR STORIES, YOU LAYER THEM AND SPREAD YOUR MESSAGE





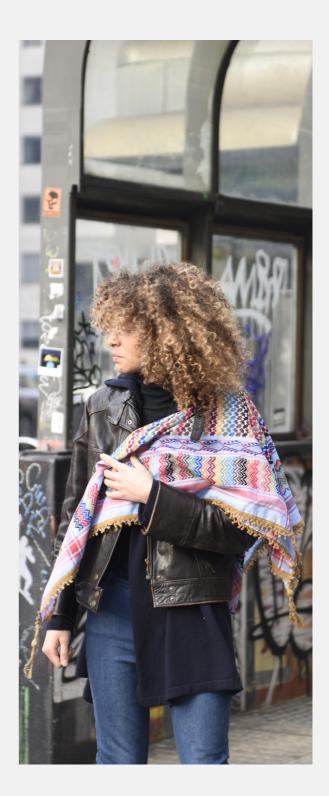
Why are we obsessed with layering embroidered keffiyehs with linen shawls? You can only fully understand why, when you try them on: you will feel the embrace of the embroidery Artist and you will want to wear them all the time.



A connection is created between me and the Artist who embroidered my shawls



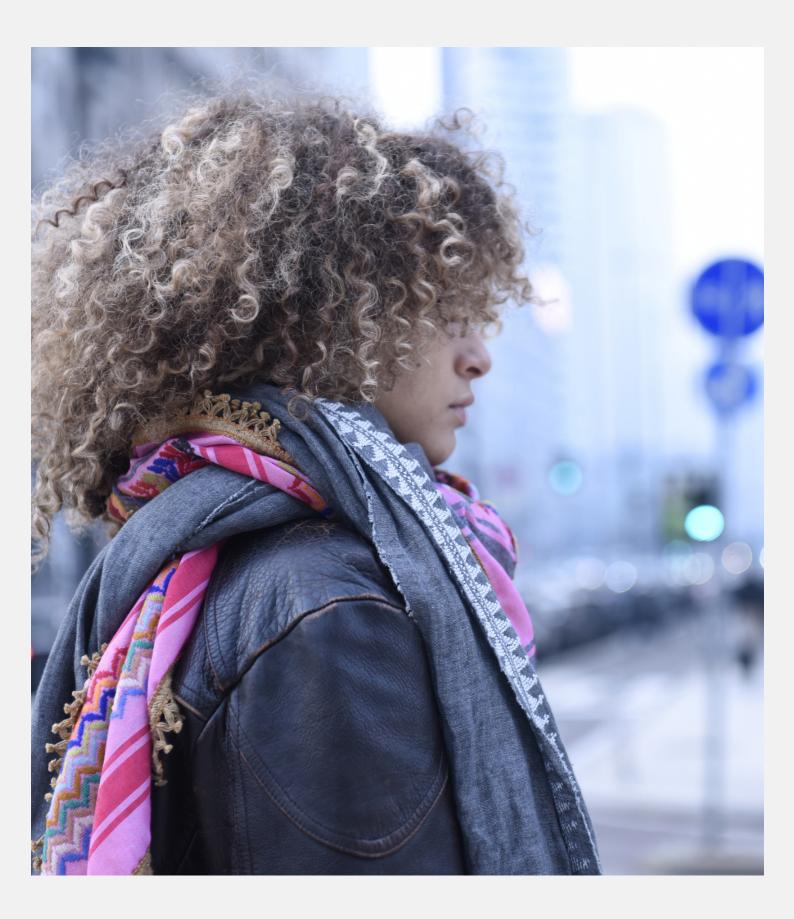
LAYERING TO CONVEY YOUR PERSONAL STYLE AS WELL AS YOUR VALUES





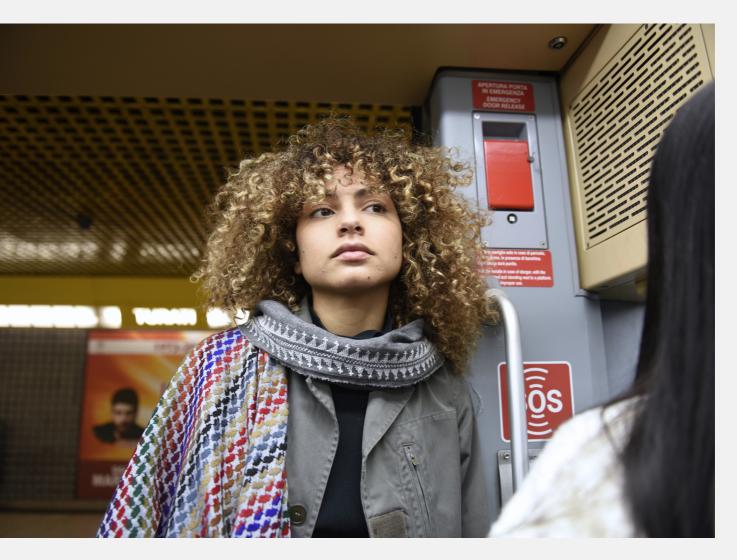
embroidery is freedom expression resilience

FEATURED SEP PRODUCTS: BLUE MULTICOLOR KEFFIYEH, BLUE BEEHIVE EMBROIDERED CASHMERE HOODIE, UPCYCLED VINTAGE JEANS. JACKET IS MODEL'S OWN.



YOU ARE WHAT YOU WEAR

DESIGNED IN ITALY, HAND-EMBROIDERED IN JERASH CAMP



WHAT STORY ARE YOU WEARING?

true luxury is a meaningful lifestyle





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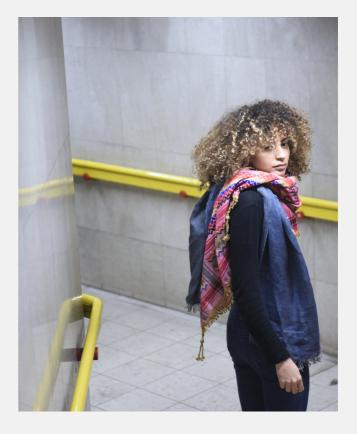
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