

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

”



FUSION

LAYERING TO CONVEY YOUR PERSONAL
STYLE AS WELL AS YOUR VALUES



**embroidery is
freedom
expression
resilience**



MULTICOLOR PINK KEFFIYEH, GRAY LINEN SHAWL MARY MAGDALENE, 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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