

## OÎLDAH

HADJIO IS A LABEL THAT CONDUCTS AESTHETIC RESEARCH INTO DESIGN & MATERIALS THAT EVOLVE CONTEMPORARY STYLE.

WE ARE BUILDING A NEW LIFESTYLE BRAND, FOR THE CREATIVE OUTLIER WHO DOESN'T JUST CONSUME CULTURE, BUT CREATES IT AND TAKES IT TO NEW DESTINATIONS.

OUR AIM IS TO DEVELOP A NEW UNIFORM FOR DAILY LIFE, COMBINING THE FUNCTION OF WORKWEAR, WITH LUXURY STREET STYLE.

OUR PRODUCTS FUSE PLAYFULNESS WITH ENDURING UTILITY, TO LIVE IN ALL ENVIRON-MENTS, FROM WORK TO WEEKENDS, FROM THE WILDERNESS TO THE OCCASIONAL WED-DING.

WE THINK OF IT AS 'EVERY-WEAR' FOR EVERYWHERE.





















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