brand • concept

‘building blocks of fashion’

Rotterdam, the city of skyscrapers and architecture is an inspiration for the construction for each new piece.

The fashion industry is now only focused on fast and easy. Research into sky-high possibilities for innovation leads to a new structure of sustainability. With the construction of building blocks of new fashion we can put the value back into the garment and take it away from all the superfluous.

unique • selling • point

‘Aesthetic and sustainable, built in Rotterdam’

vision •

Building blocks of fashion as a construction for change and experiment

mission •

Using technology to create a better fashion industry, translating to wearable pieces

core • values

EXPERIMENTAL CHANGE
Not afraid to be different than the others, but following their own structure

GRAPHIC CONSTRUCTION
Using symmetry and geometric shapes, found in architectural influences

PROGRESSIVE ARCHITECTURE
Ambitious to make progression and being an inspiration
BUILDING BLOCKS OF FASHION

as a construction for change and experiment

The urban millennial creators, men and women aged 22-30. Ambitious, competitive and curious about new experiences. Shaped by creativity and technology with an open-minded and critical approach, they are confident, have high expectations and aspire to make a difference with their work. Although they belong to the online generation, they also prefer to shop offline because they want to feel the fabrics and garments. They are living a metropolitan lifestyle, they like to go shopping online, because they want to feel the clothes and aspire to make a difference with their work. Although they belong to the online generation, they have high expectations and are confident. They are driven by creativity and technology with an open-minded and critical approach. Ambitious, competitive and curious about new experiences.

urban millennial creators

men and women aged 22-30

living metropolitan lifestyle

visit concept stores and are inspired by art and culture.