WHERE OTHER BRANDS ZOOM OUT TO SEE DIFFERENCES BETWEEN PEOPLE, YUNIT ZOOMS IN TO SEE SIMILARITIES. WE BELIEVE BEAUTY IS IN BEING THE SAME AND OUR ASPIRATION IS TO CREATE UNITY. NATURALLY WE ARE ALL THE SAME SIMPLE CREATURES, WHEN YOU SEE THE WORLD IN PERSPECTIVE.

WE ALL HAVE FEELINGS, THOUGHTS AND A BEATING HEART. OUR COLLECTION SHOWS WE ARE ALL THE SAME IN ESSENCE. IT INCLUDES EVERY ONE AND EXCLUDES NO ONE.
PEOPLE HAVE MORE SIMILARITIES THAN DIFFERENCES
VISION SIMILARITIES

TIES
INCLUDING EVERY ONE, EXCLUDING NO ONE
THIS LINE IS PART OF A VERY BIG CIRCLE
WE ARE ALL
HUMAN
WE INCLUDE EVERY ONE
WE ARE OPTIMISTIC, APPROACHING THE WORLD WITH A SOFT SMILE

BEING HONEST ABOUT BEING US
OUR COLLECTION IS UNIVERSAL, SUITABLE FOR EVERY ONE OF THE SPECTRUM TO BRING PEOPLE TO AN EQUAL LEVEL
RESPONSE
The way the tribe of Yunit thinks is the most important insight. They believe they can make change. They do not just sing about change but they find ways to make it. Even if it is a small local one, every change counts. The tribe feels responsible for themselves and their choices. They have the feeling that they have to do it themselves, because no one is going to do it for them.

The tribe demands the same of companies. That is why they are critical towards big corporations, who often do things without taking responsibility. And they do not buy companies who are trying to manipulate them. The tribe is not only critical towards companies, but also towards society. Remco Janssen is content with the tools provided by this society but feels that: “We should and can make our society better than it is right now.”

They believe in equality and being tolerant. Their mind set is positive and open. And they are looking for meaningfulness in life. Most of them feel it is sad we still need to discuss topics as feminism and equality in sexuality but recognize it is still an issue. Tom van Sleeuwen puts it nicely: “There are only differences through the eyes of the mind. Differences created in the world of words, concepts and ideas. In other words: if we would not give attention to this, if we would not talk about it, think about it; would these differences still exist?”

Oh, and sometimes they forget to water their plants.
The t-shirt collection of Yunit is universal, so one fit is suitable for every person of the spectrum. The twisted seams on the side, diagonal fabric cut and subtle finishings guarantee a nice fitting.

Yunit carefully selects the fabrics on their quality. The fabrics are specially treated through the process. Because of this, the fabrics feel soft to the skin and complement the body.

The t-shirts of Yunit take every one to an equal level.
Seeing things in perspective and approaching them in an optimistic way is a mind-set. That is why we talk with a smile, always with a positive tone. But not too cheerful or extravagant. You can’t always be cheerful.

We tell things in a gentle way, nothing that distracts from the message we want to get across. With our messages we rather make our tribe think, than think for them. Yunit really sees people, real human beings. The essence of these people is what we want to get across. So we show you real people.
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