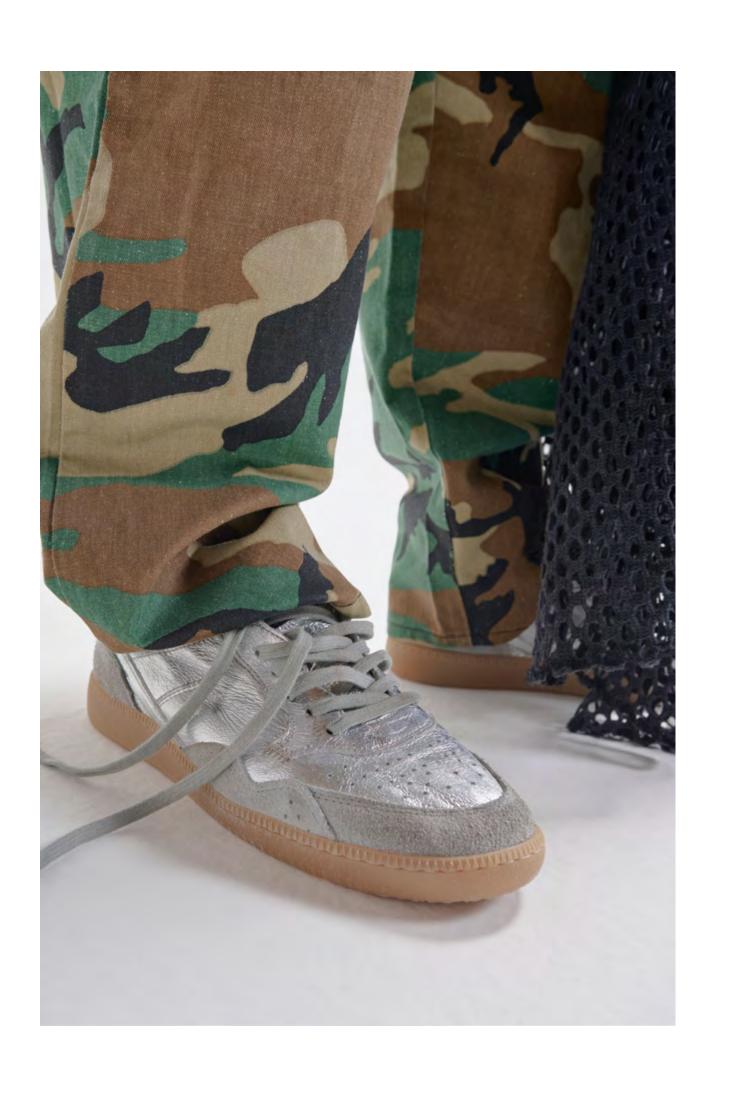
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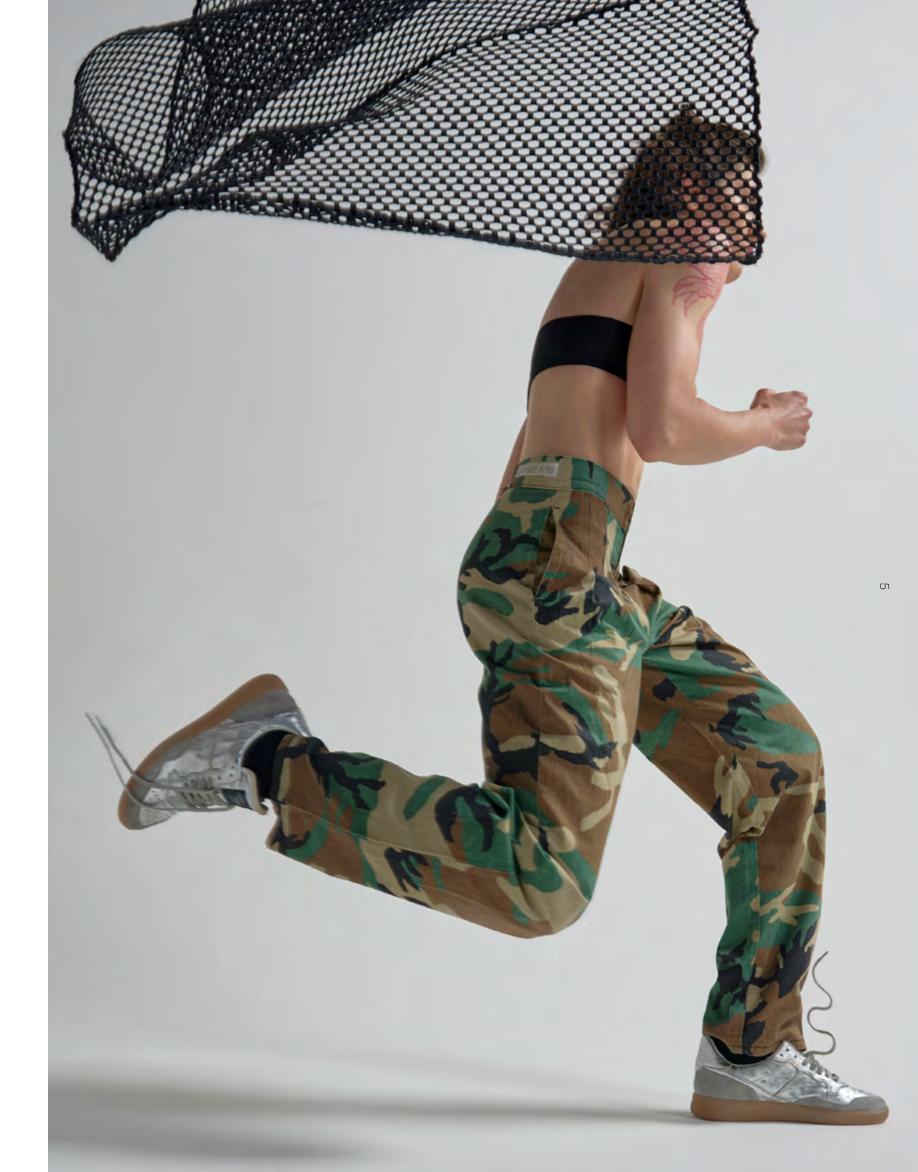


CYBERNETICS VISUALISES THE FLOW OF INFORMATION, TO LEARN AND TO GROW. PROTECT THE INDIVIDUAL OR THE MACHINERY WINS. ART, POETRY, DESIGN AND ARCHITECTURE EMERGE FROM INDIVIDUAL HUMAN EXPERIENCE, WHILE

ALGORITHMS TURN MASTERS INTO SERVANTS. THE HELMSMAN IS A CRAFTSMAN AND STEERS HIDNANDER INTO THE FUTURE. HIDNANDER IS A RETROCONSCIOUS BRAND, GUIDED BY THE PAST BUT NOT BEHOLDEN TO ITS PATTERNS.













TOUCH IS ARTISTRY















FEEDBACK FUELS FORWARD MOTION



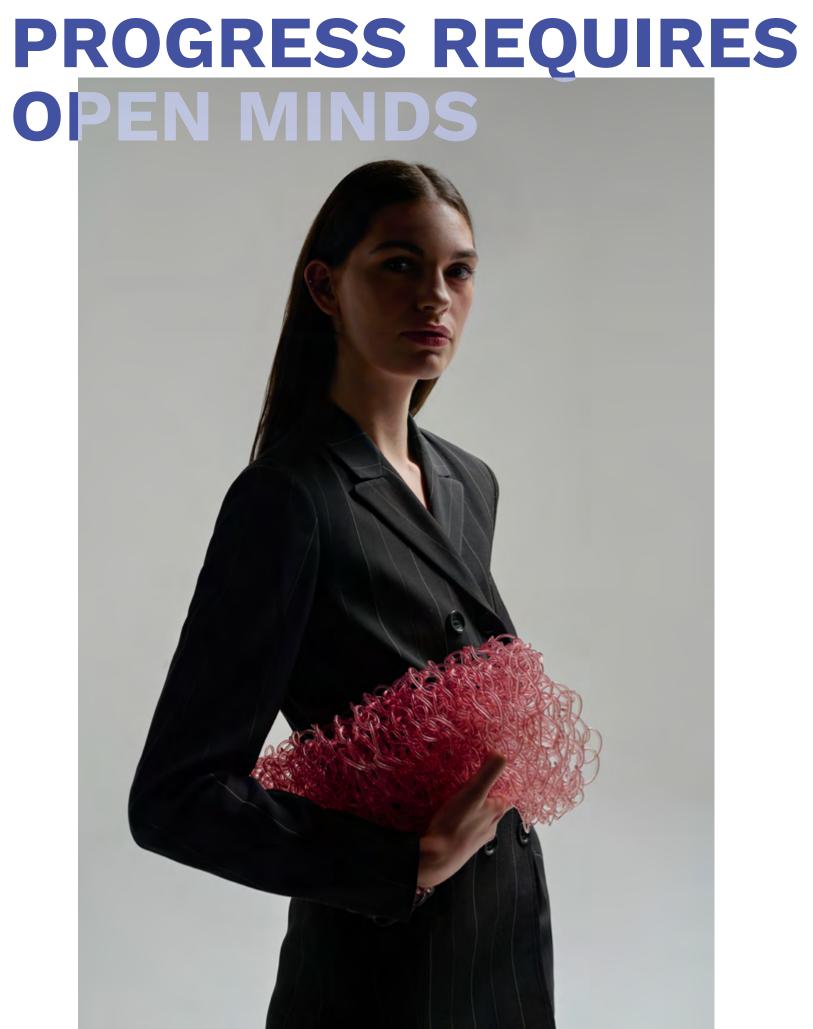




















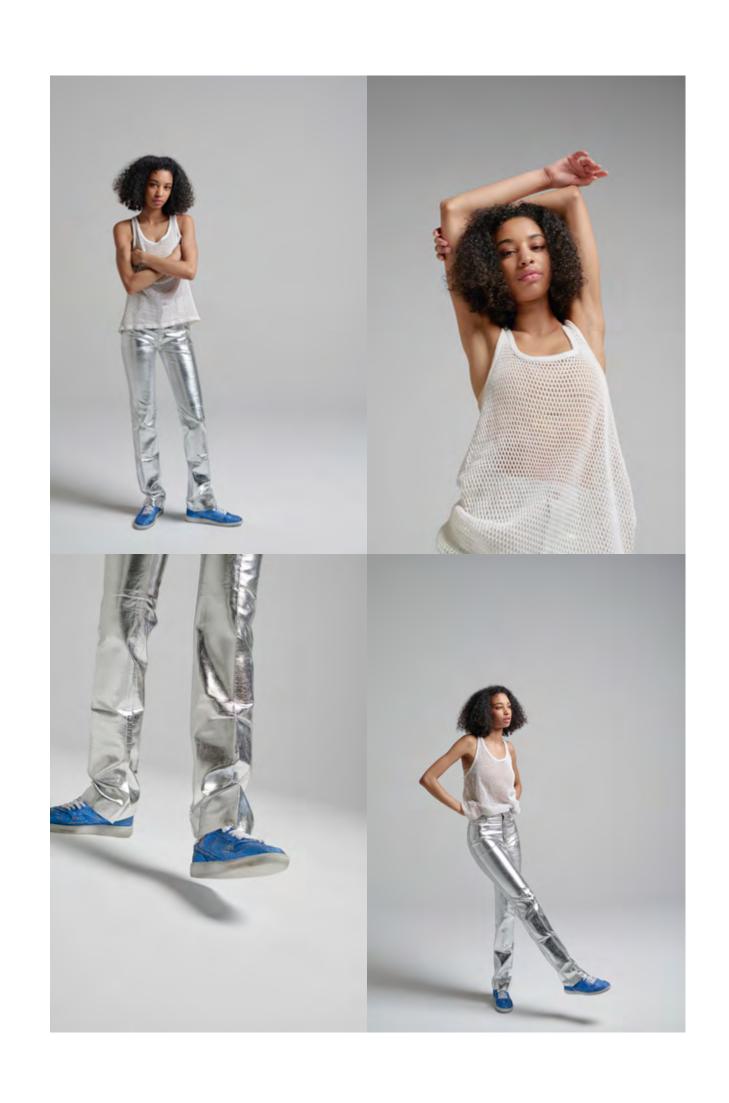












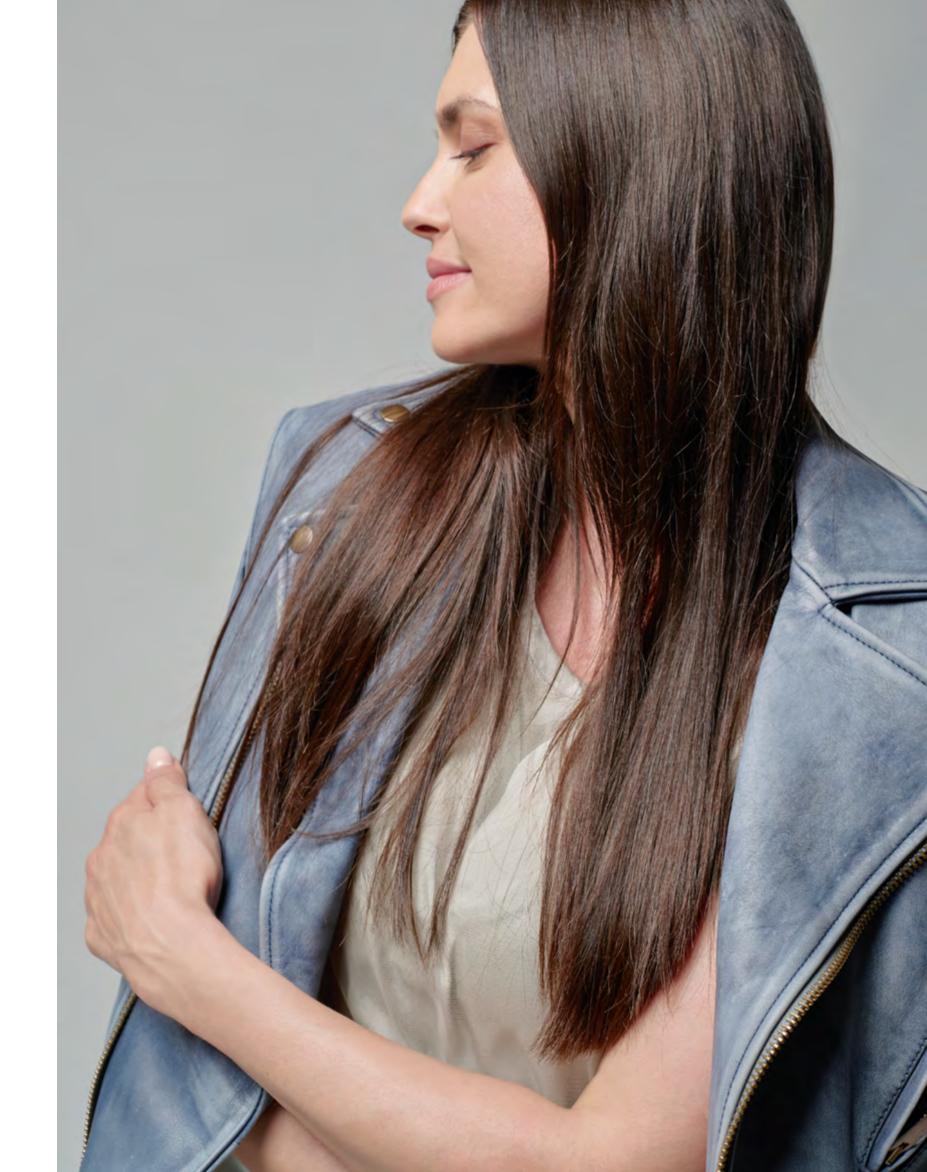




"Craftsmanship, design, artistry and a sincere connection to the world.

Hidnander is all this and more, which is why I have chosen to get involved."

Amra Dzeko















ONLY HOP FOLERANC 5 OUR ONL HOPE TOL NCE IS OU **ONLY HOP FOLERANC 5 OUR ONL HOPE TOL** NCE IS OU **ONLY HOP FOLERANC 5 OUR ONL HOPE TOL** NCE IS OU **ONLY HOP TOLERANC 5 OUR ONL HOPE TOL** NCE IS OU **ONLY HOP FOLERANC**



CHOOSE BRAVERY









CHARACTER IS NOT A FLAW



57







THE HIDNANDER MANIFESTO PUB 230523]

For truth, look deeper.

The Hidnander project reclaims tactile, dependable values for the fashion industry. We rejoice in quality products and quality relationships: truth, substance and knowledge, communicated directly.

Hidnander is fashion with soul, fashion without fiction, and worn by individuals – real people – who see image as precious, worth taking care of, as we do. Hidnander revises style archetypes, restores quality and revives faith in this whole lousy business. The products play with perception and convention. Each piece is a twisted classic, hand-finished in Italy. Layers are obscured or disguised, a secret between maker and wearer. Design employs mix-and-mismatch. Iconic new styles emerge from the clash of cultures. With every Hidnander item there is a jarring recognition, comfort and discord. And from these mash-ups come something new and essential, products of layered complexity, with a unique point of view.

Modern and traditional unite. Hidnander is retroconscious, informed by the styles and methods of the recent past, those enlightened moments before the internet claimed us all, when fashion was more than just handfuls of light. Together, the traditional and the progressive, the old and the new, become something real, something simply good. By working with factories close to home, Hidnander takes care of the entire production process, and can be ecologically sound. The first step towards guilt-free manufacturing is not to follow the herd. The first step is not expedient, but sustainable, and meaningful.

Hidnander comprises a collection of like-minded souls: artists, designers and craftspeople, specialists and visionaries who challenge the hegemony of fast fashion and low standards. We decry shameless waste and meaningless transit, the collateral damage of sell-or-burn consumerism. We reject digital dehumanisation. The internet is a mall and in every city people dress the same, homogenised by algorithm. We lament social media excess, the lost opportunity, the pointless conversations. Fashion is a pretender, a trick of the eye, a lie to make you buy.

Once a joyful experience, shopping has become an addiction, squeezed into every free moment: scroll, order, repeat. We want to revive the hunter-gatherer thrill of shopping, the joy in finding the hard-to-get. Only quality endures. Wisdom takes time. History is made to last.

For real. For the curious and the outliers, the disaffected and the unicorns. For people who ask questions and lust after meaning. Limited products for the dedicated and discerning. Zero compromise on quality. Nothing but love for the environment.

Hidnander limits distribution to select regions and select stores where market knowledge and genuine community connection are still valued. We limit the journeys undertaken by our products and their component parts, a distinct advantage to being made in Italy. Hidnander is for the customer in pursuit of something pure, for all those seeking authenticity.

Hidnander: no false idols.



THE FUTURE IS UNWRITTEN

DANDIN STANDER

SS 24

HOMO!H: KATOA