

KY-Y-

BERR-

SS 24

NETSES

HIDN
®
ANDER

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.





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**TOUCH IS
ARTISTRY**



“Art, poetry, design and architecture emerge from individual human experience, while algorithms turn masters into servants”





FEEDBACK FUELS FORWARD MOTION





PROGRESS REQUIRES OPEN MINDS

18



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**NO GAINS FROM
ZERO SUM GAMES**







**LIFE IS
CHANGE**



**“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**



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ANDER
HIDN













**CHOOSE
BRAVERY**





PUNK
Punk remains the ultimate youth culture revolution. Music unleashed on politics. Clothing as social weapon. In the 1970s, to be anti-social made only kind of sense. Punk called out the bloated, corrupt Establishment, and tore up the rules with fearless, furious, pointed disobedience. Punk, a direct assault on the status quo, is a lesson and an inspiration. Punk attitude is necessary today, more than ever.

LGBT
One Earth. One people. Many colours. Our differences are our strength. The rainbow became symbolic of open-mindedness and world peace: every race under the sun. "She's a rainbow," sang the Rolling Stones. Rainbows are the children of sunlight and rainfall. They are emblematic of mankind in all its variety. Human beings are restless travellers, and rainbows inscribe a journey across the sky, the climb and fall; the call to adventure, rising action and the descent to some mysterious horizon. Like the great journey of life, some rainbows are faint and secretive, while others blaze like the banners of a mythical god.





“ Hidnander is a retroconscious brand, guided by the past but not beholden to its patterns “



CHARACTER IS NOT A FLAW







THE HIDNANDER MANIFESTO

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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**

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