

aiayu



aiayu.com
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Aiayu

Aiayu is a fashion and lifestyle brand with a focus on social and environmental responsibility. We design clothing and home accessories for a feeling of elevated everyday luxury. With the use of natural fibers and local craftsmanship, we strive to produce products to be worn and loved for a lifetime.



How they work on circular economy

Aiayu focuses on the longevity of their products. Rather than purchasing something new, giving the existing item a longer lifespan by repairing a piece contributes to circularity within fashion and lifestyle. Aiayu have been offering a repair service for almost 10 years now, and utilize this service to extend the lifetime of each style for all customers.

At the store in Nordhavn, "The AIAYU Market" customers can have their clothing and home accessories repaired to give them an extended lifespan to be able to re-incorporate worn styles into the wardrobe. Consumers can have their favourite pieces repaired by an in-house repair team, who know the products, materials and techniques to give styles a second life.

