

New Color



# Limited Edition Plum

The something cool shirt is here in our favorite fall color

[Shop Now](#)

We solve problems in women's closets (and lives!) with simpler, better, more sustainable clothing you'll wear on repeat.

Welcome to the future of clothing.

## Best Sellers



New  
Turn It Up Pan  
\$250.00



Cult Favorite  
Something Borrowed Shirt \$250.00  
5 Colors



New  
Like A Boss Pullover \$250.00  
9 Colors



Something Borrowed Shirt \$250.00  
19 Colors



Zoomt Favorite  
With A Twist Pullover \$250.00  
11 Colors

## Holiday Shop

Feel cozy, look classic with our festive favorites. These statement pieces so effortlessly upscale, you'll keep reaching for them once the holidays are over.

Sort By  Availability  Color  Size  Super Fabric 



With A Twist Pullover

\$250.00



Like A Boss Pullover

\$250.00



Like A Boss Pullover

\$250.00



Like A Boss Pullover

\$250.00



Like A Boss Pullover

\$250.00



Something Borrowed Shirt

\$250.00



Turn It Up Pan

\$250.00



Something Borrowed Shirt

\$250.00



Something Borrowed Shirt

\$250.00



Something Borrowed Shirt

\$250.00

# A wardrobe for a more abundant life

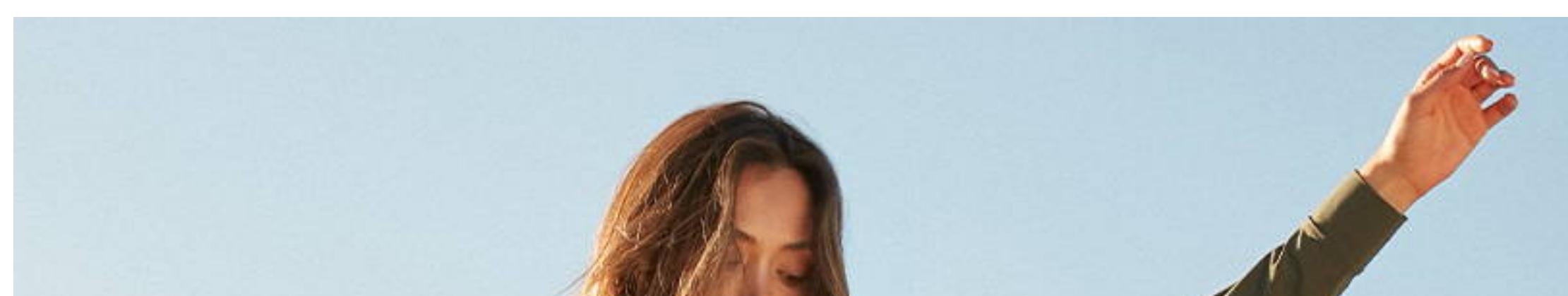
Our mission is to create a better future for you and for our planet.

## Why we made Aday

We make capsule styles cleverly designed to be as versatile as possible. Each piece is sustainably made with innovative super fabrics for durability, longevity and easy care.

Through our lived experiences, we've learnt that surrounding ourselves with fewer, more sustainably and beautifully designed choices brings us clarity and satisfaction. We've learnt to slow down and make considered decisions.

We crafted Aday through this lens: each piece is made to bring you joy. Every item is repeatedly tested for function and comfortable, fully machine washable and designed with seasonless design details so you can be an outfit repeater with joy.



9:41



Aday



Aday

# Limited Edition Plum

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in our favorite fall color

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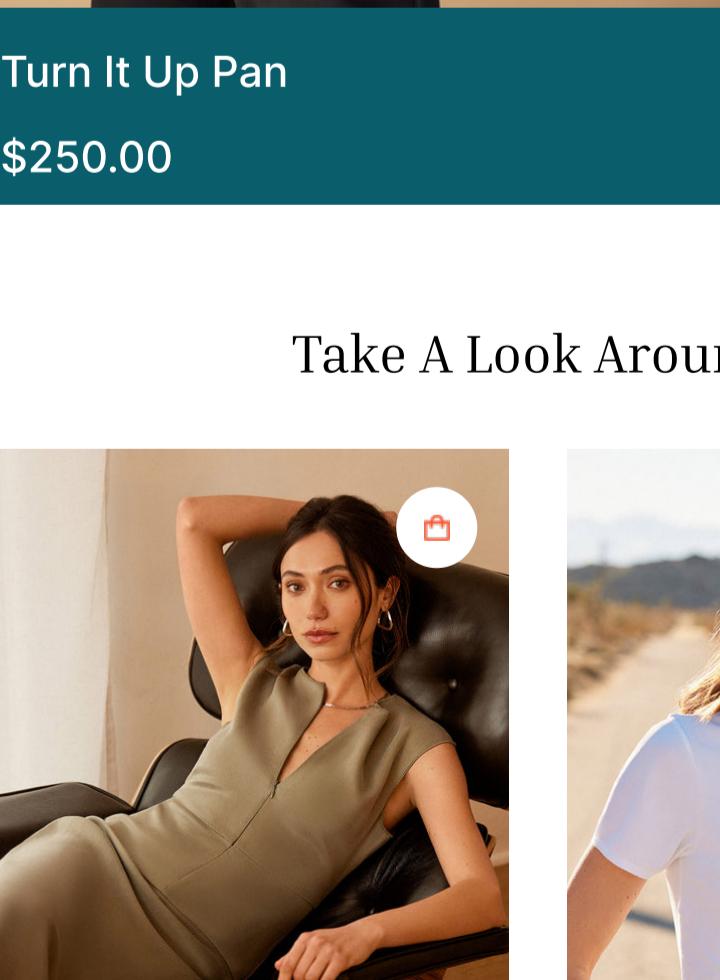
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## Best Sellers



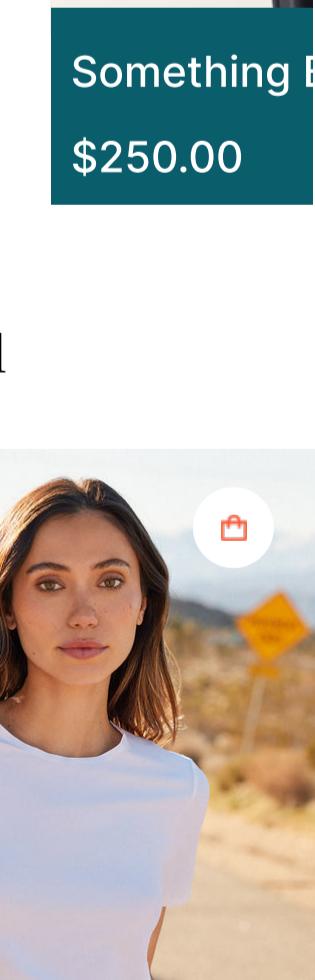
New



Turn It Up Pan

\$250.00

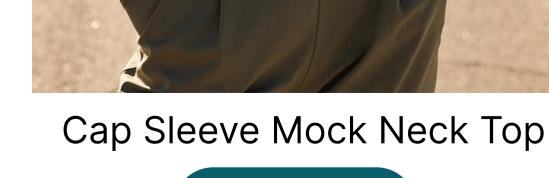
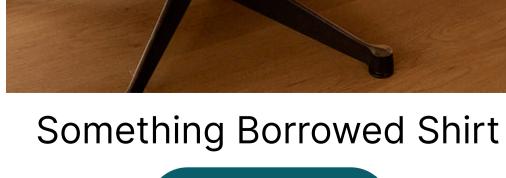
Cult Favorite



Something B

\$250.00

## Take A Look Around

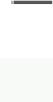


Something Borrowed Shirt

Cap Sleeve Mock Neck Top

[Shop Now](#)[Shop Now](#)

9:41



Aday

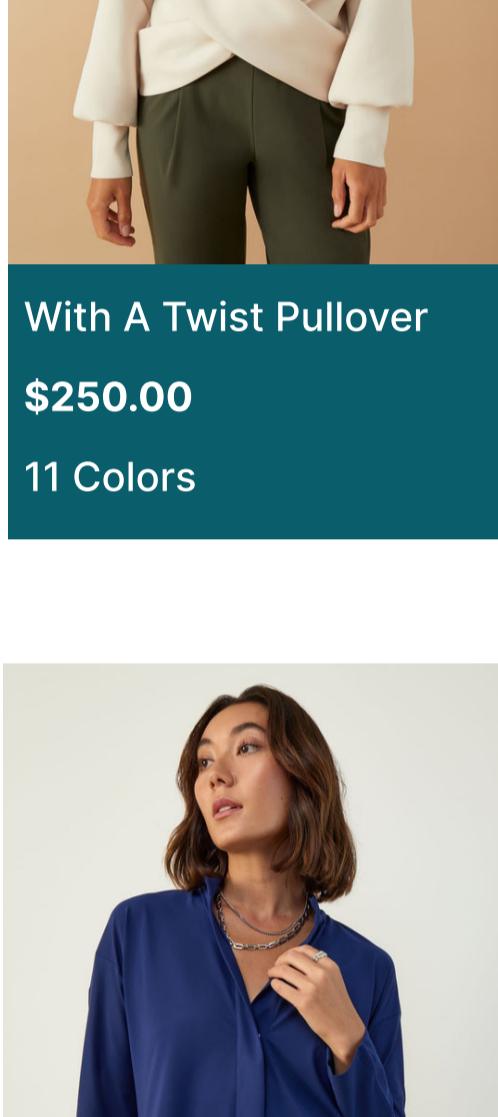


# Holiday Shop

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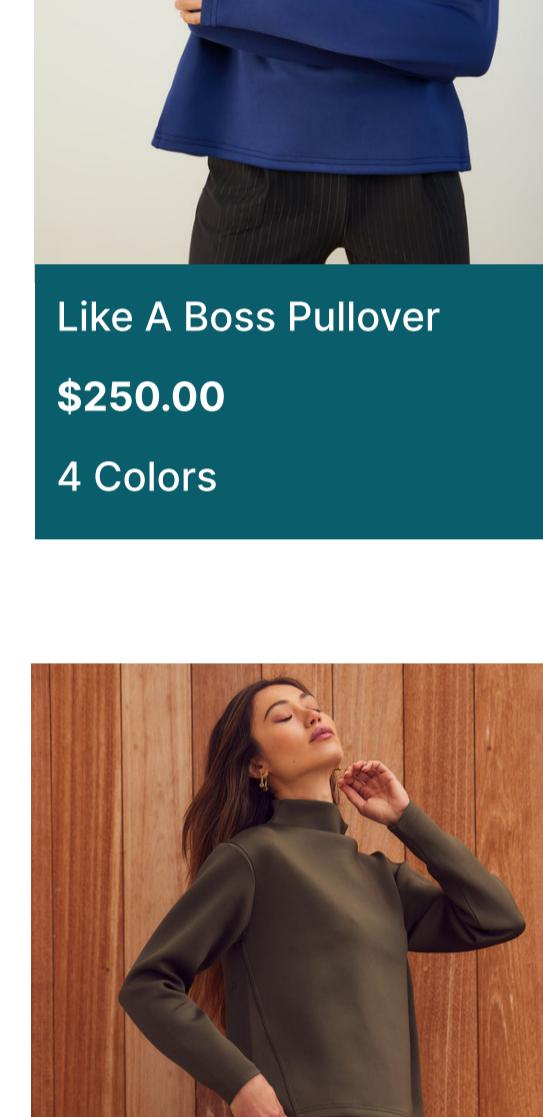
Sort By



With A Twist Pullover

\$250.00

11 Colors



Like A Boss Pullover

\$250.00

4 Colors



New

Something Borrowed

\$250.00

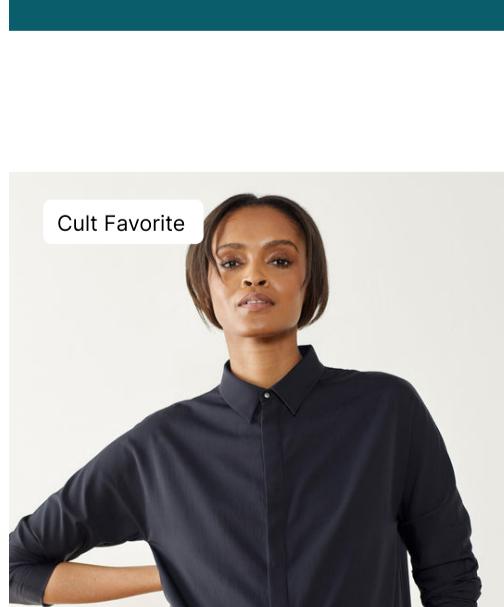
19 Colors



Something Borrowed

\$250.00

19 Colors

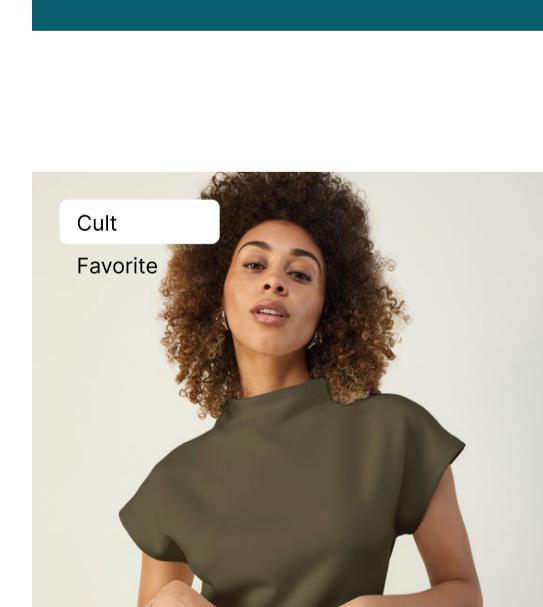


New

Turn It Up Pan

\$250.00

14 Colors



Cult

Favorite

Something Borrowed

\$250.00

19 Colors



Cult

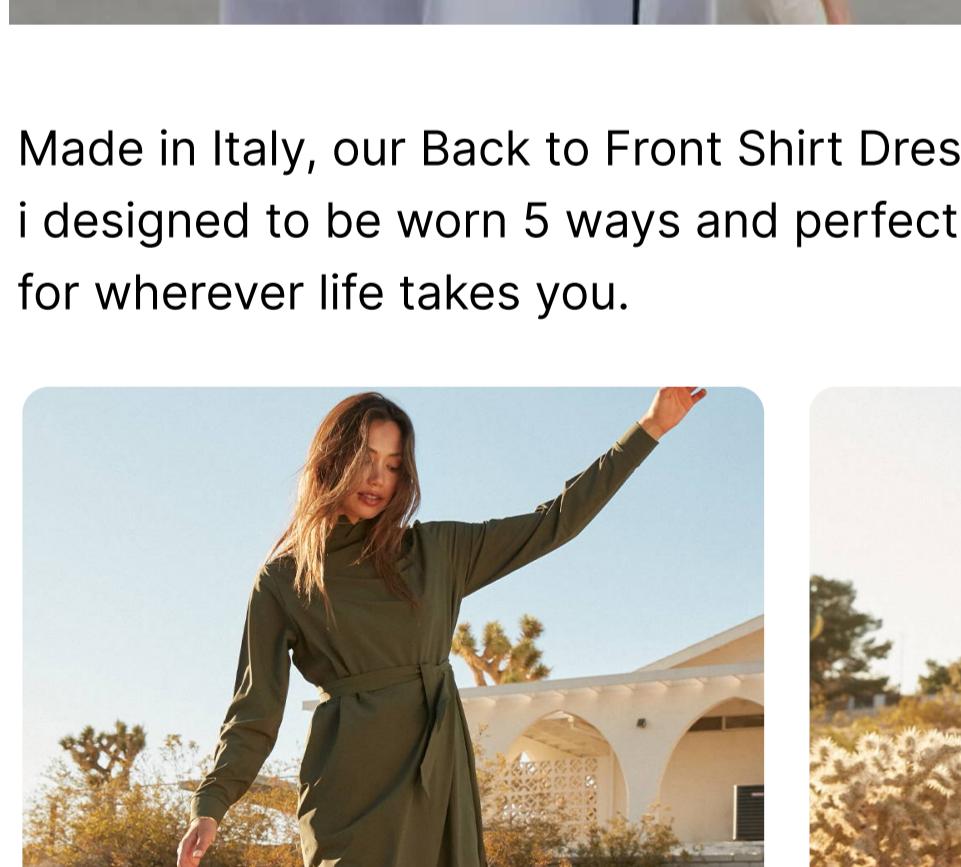
Favorite

Cult

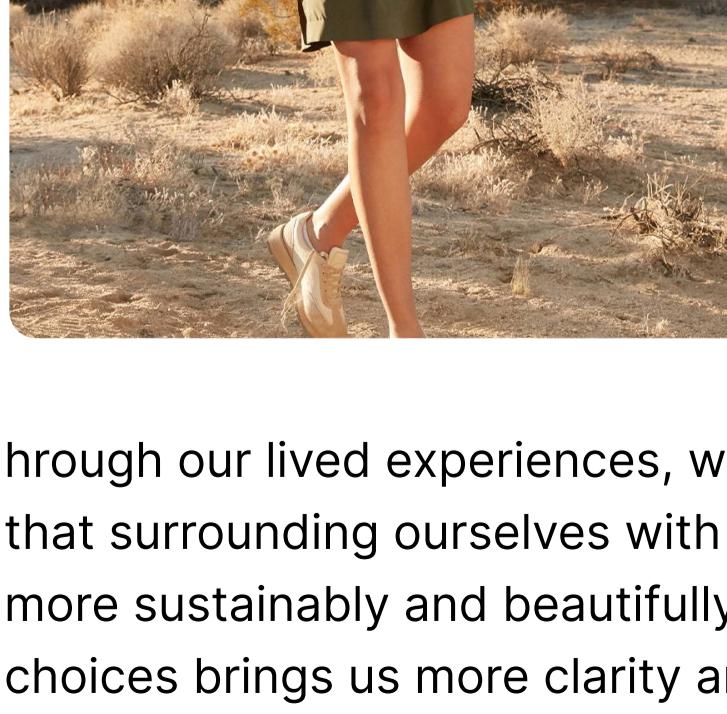
Favorite

# abundant life

A close-up, low-angle shot of a woman's head and shoulders. She has long, dark hair with blonde highlights that is blowing to the left. She is wearing a white, button-down blouse. The background shows a window with a grid pattern and a brick wall to the left.



A collage of three images. The left image shows a person's legs from the knee down, wearing light-colored sneakers, walking through dry, brown brush. The middle image is a close-up of the same dry brush. The right image is a close-up of a small, dried plant.



Aday