

BACKGROUND COLOR

PANTONE®
115 C

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boutique



BOUTIQUE
STORY
COMMUNITY
REACH US
SHIP+ RETURN

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#2e0afa Hex Color Code

2E0AFA

46 10 250

The hexadecimal color code **#2e0afa** is a shade of blue-magenta. In the RGB color model #2e0afa is comprised of 18.04% red, 3.92% green and 98.04% blue. In the HSL color space #2e0afa has a hue of 249° (degrees), 96% saturation and 51% lightness. This color has an approximate wavelength of 462.54 nm.



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2010 C

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story

We are proud to recognize, that our relationship is an offspring of a highschool love story. Nanna was the girlfriend of Matilde's brother, and vice versa, Matilde is the sister of Nanna's highschool boyfriend. This highschool love story, ended like the majority: young woman (Nanna) in fetal position, crying in the bottom of a bathtub - desperately in need of her sisterhood. In this period, the true face of our friendship surfaced.

One heartbreak later, we decided that we'd be real friends even without a middleman to connect us. You know the type I'm sure: We'd walk the streets of Copenhagen, drink overpriced coffee and go full on performance when FourFiveSeconds played.

As our friendship grew, we realised, a shared feeling of the Copenhagen walls closing in on us. We needed to break free of the paved path. As the story goes, one thing happened, then another thing and suddenly we found ourselves reorganizing our lives, and calling Asia our home throughout our final year of our Bachelor's degree. Homebound in Asia meant journeys all the way from a concussion in Malaysia, to a deep romance in Indonesia, swimming in glowing plankton in Cambodia, creating masterpieces of clothes in Vietnam, to losing kilos in Seoul and Tokyo because the budget was too tight and crowd surfing through a club in Shanghai. Oh, and spice that up with an ashram in India, a butt full of bedbugs bites in Venice beach and of course, as the end of our bachelor degree was approaching, two full weeks of full nudity in a summerhouse garden in Denmark, while writing our bachelor thesis. Who told y'all that studying ain't fun?

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story

A water explosion that made an entire roof fall down, turning our apartment into a swimmingpool and time-limited leases taught us that we'd have to recognize physical homes as contemporary.

Bring the kleenex already, cause you're about to witness a loving kliche; Home was not brick and mortar, it was us. We became home for one another. So we made sure, that we would never be more than one asian country of distance and 10 days apart. Being on unfamiliar ground, we'd explore the developing scenes of culture, fashion, music and edge cutting youths, all trying to express them self, just like us. As you can imagine, being the blonde one out in Asian countries made verbal communication difficult at times. We slowly realised the power of self expression through fashion, colors and body language.

We actively wanted to express joy, humor and open mindedness to our surroundings, and in return, we found ourselves invited into new group of friends and communities - all of it feeding our curiosity.

Does it actually sound believable, when we tell you, that a shiny yellow vest with storks on, fertilized from our creativity and born from a tailor in Hoi An, was the most effective conversation-starter throughout this journey? Well, it was. It still is. That's why we ended up back in Hoi An. To create more of this item that makes people feel majestic yet playful, items that encourages interactions and curiosity. That's why we go to sleep with happy sparkles inside, strongly believing that the world became a warmer place because interaction of a positive kind found a way to shine.

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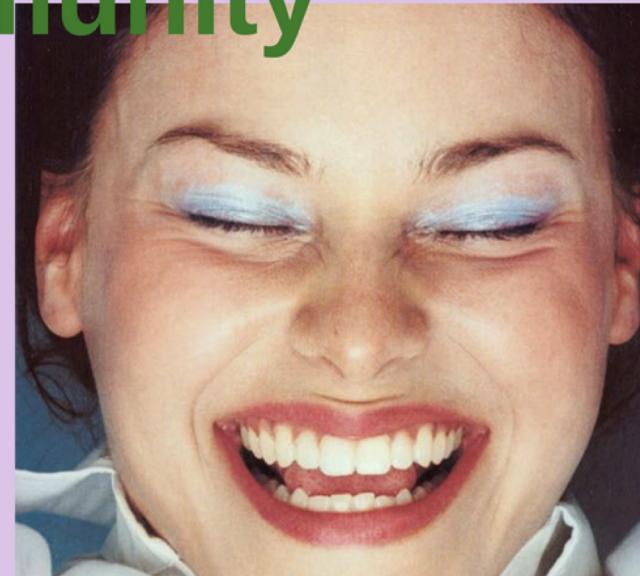
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+60 11 2889 5338

heybaby@enwest.com

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46 | 10 | 250

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FONT COLORS

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story

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**PANTONE®
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story

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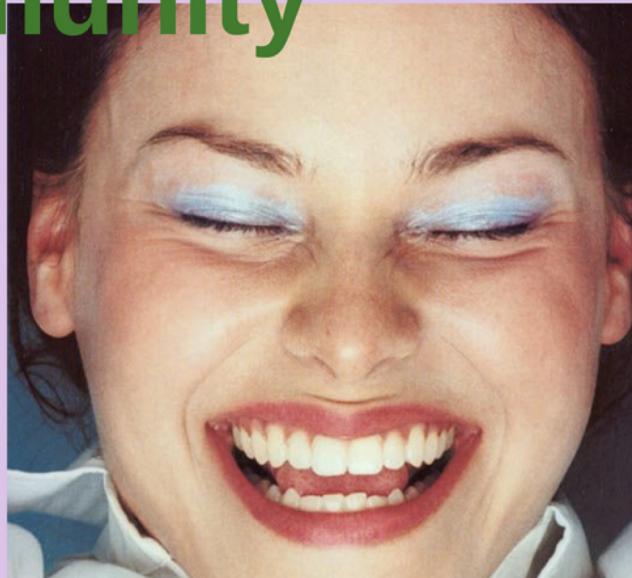
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