HYS
ANYWAY, I DON'T HAVE TIME. I DON'T HAVE TIME
2025 11 28
START 7PM
HAYEOSI

H Y S
C L U B

TOOMANY

DREAMS,
NOT ENOUGH HOURS

HAYEOSI

BRAND VALUES

"Anyway, I don't haver time. I don't have time."

CONSCIOUS CREATION

"I have too many things I want to do, but never enough time."

Born from this tension,
HYS is a brand shaped by desire and restraint.
Dreams are endless, but time is scarce.
In that conflict, true creation begins.

SHARED IDENTITY

Those who choose meaning over more

DON'T YOU HAVE TIME?
HAYEOSI

Nothing
t o
Show
20251128HAYEOSI
NOVEMBER
ANYWAY

Strategic Position

I want to do so much, yet time never allows.
That's where HYS begins — in the gap between desire and reality
We are not here to chase trends or scream for attention
We exist to craft something that holds meaning when time runs out.
Anyway, there is never enough time
But maybe, that's why our pieces should outlive it.

BRANDING, ART DIRECTION&
VISUAL IDENTITY

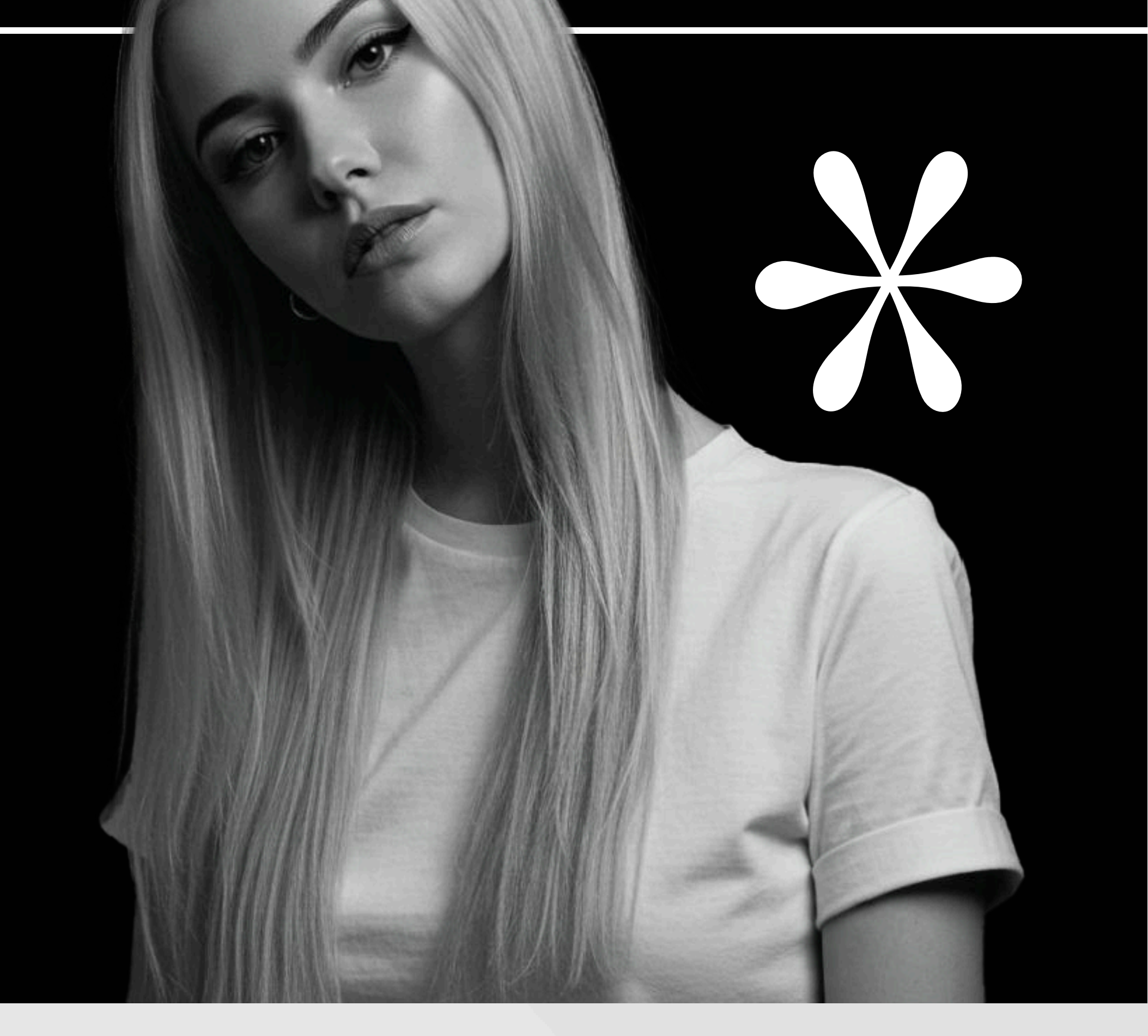
HAYEOSI * 2025

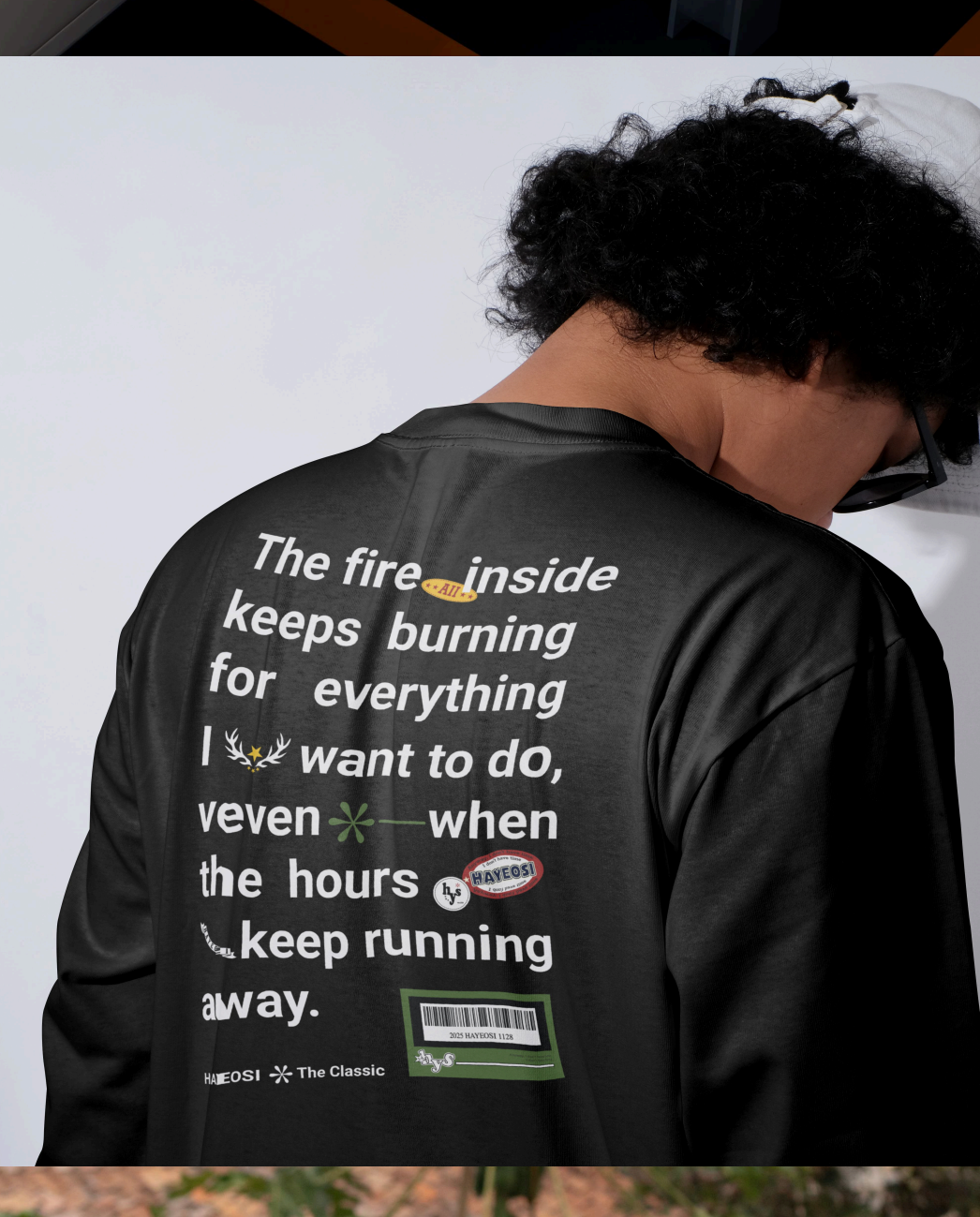
Anyway,
I don't have time.
I don't have time.
XS
S
M
L
XL

All
HAYEOSI
CLUB
I Have a head full of ideas and a heart full of dreams, but the hours in my day always run out too fast.

I HAVE A HEAD FULL OF IDEAS AND A HEART FULL OF DREAMS, BUT THE HOURS IN MY DAY ALWAYS RUN OUT TO✻ FAST. THERE ARE COUNTLESS THINGS I WANT T✻ TRY, CREATE, AND BECOME, BUT TIME ALWAYS SLIPS THROUGH MY FINGERS.

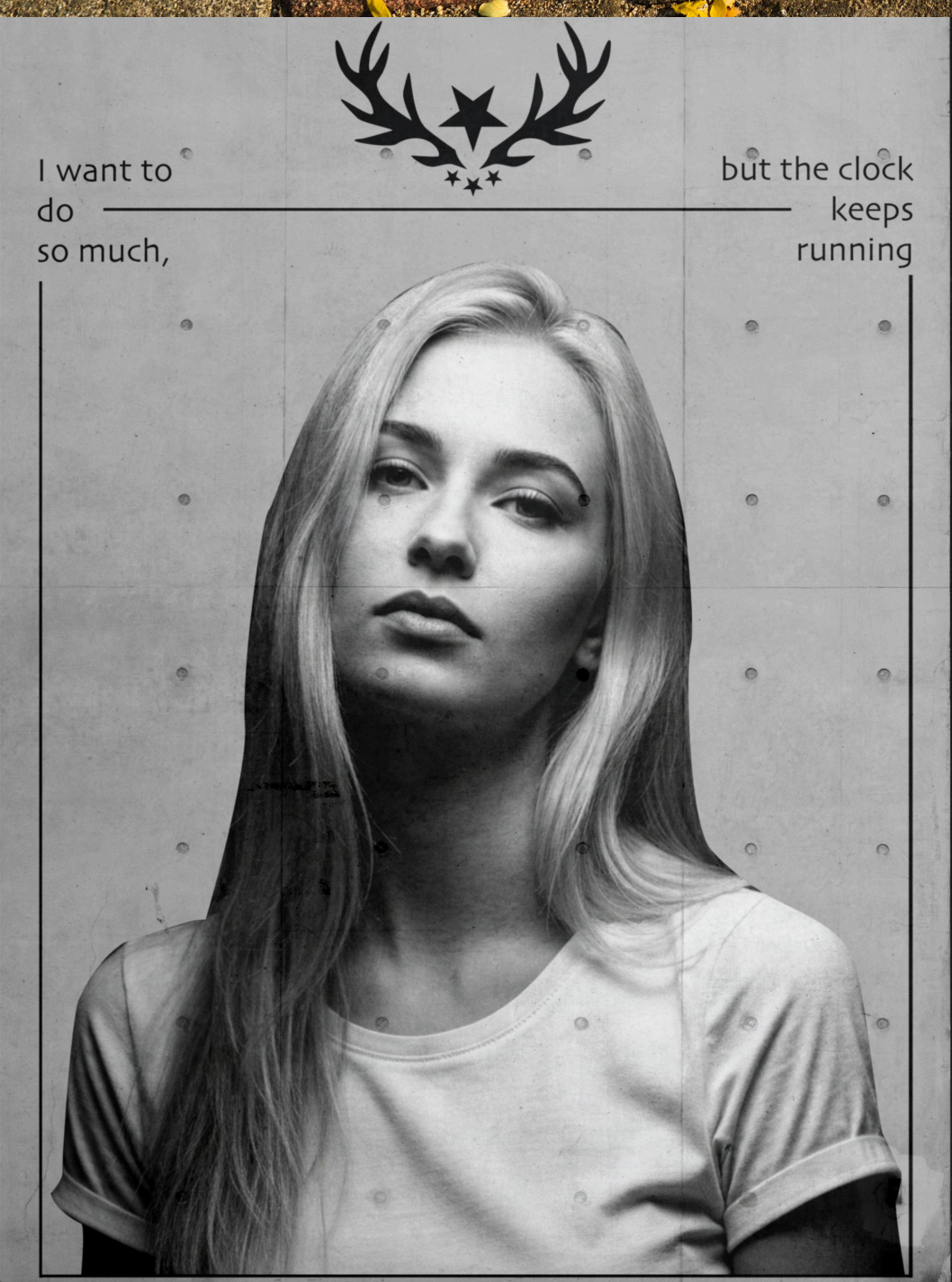
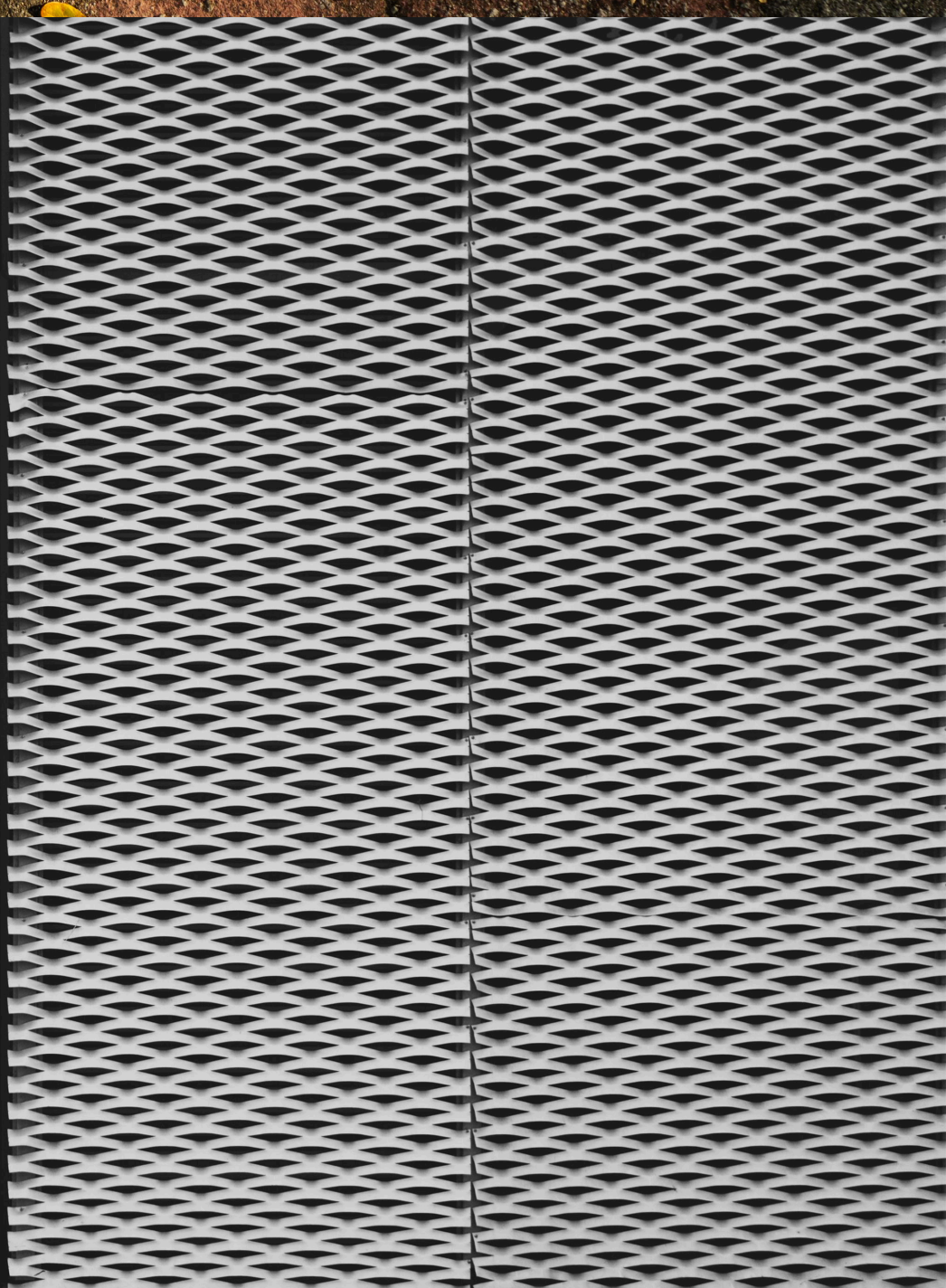
Anyway, I don't have time.
I don't have time.




The fire inside
keeps burning
for everything
I want to do,
even when
the hours
keep running
away.
HAYEOSI The Classic

The fire inside
keeps burning
for everything
I want to do,
even when
the hours
keep running
away.
HAYEOSI The Classic
2025 HAYEOSI 1128

I want to do so much,
but the clock keeps running.
TOO MANY DREAMS
NOT ENOUGH HOURS.
HYS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