Est.2021

HACOY

ETHICAL FASHION BRAND

"With smart decisions, innovation, and morals we are making fashion that people will enjoy, keeping a low impact on the environment. Sustainability does not only mean caring about the environment. At HACOY, we put people and their working conditions first. This is also why we call ourselves the Ethical Fashion Brand."

- Maximilian Rupp



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HACOY MEANS



HAPPINESS

Stronger than a feeling, happiness is a state of well-being that most individuals strive for. It is about not letting the small irritations of the world distract you from the beauty of life. Embracing the moment and the simplicity of it.





COMFORT

Comfort is the safest place we know and it comes in many forms. Best friends whom we can share our secrets with, or a freshly made bed we can sleep in after a rough day.

JOY

An estatic feeling that passes quickly. Due to its nature of shortness, this emotion can be felt often. Hearing good news from a loved one is a great example.

MANI FESTO



Responsibility is shared between the brand and it's clients.
We believe in ethical shopping.
Luxury is an entire process, a whole, not just a piece of clothing.
We think before our purchase: Do we really need this piece of clothing now?
Quality over quantity.
Clothes should not follow seasons.
Slow fashion is a state of mind.

CON CEPT



The concept is based upon seasonless designer clothing, that help clients look, feel and do good in their way of living.

Natural fabrics, regional sourcing, timeless design. Our aim is to create our products as sustainable as possible, without compromising on design or function.

MADE WITH CONSCIOUSNESS

We aim to revolutionize luxury design by creating fashion in the most environmentally-friendly manner. We believe in SLOw FASHION, not following any trends and giving our clients time to think about their purchase.



PRO DUC TION



REGIONAL FABRICS

Fabrics are carefully sourced within Lithuania and Italy. This does not only secure the best quality for our clients but also helps to reduce our environmental impact.



MADE IN LITHUANIA & ITALY

The productions are family-owned businesses in Vilnius and Ferrara, with more than 30 years of experience.





FOUNDER

Maximilian was born in Zurich, Switzerland and has always been turning his dreams into reality.

The idea for comfortable home office wear came to Maximilian, while he was participating in online classes for his studies.

Combining the convenience of working from home with the need to dress appropriately for work.

DESIGNER

Born in Rome, Italy, the Italian designer graduated in Fashion Design at Instituto Marangoni Milano.

Inspired by the Italian lifestyle and art exhibitions, Romana became passionate about draping and sketching.




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WORKWEAR











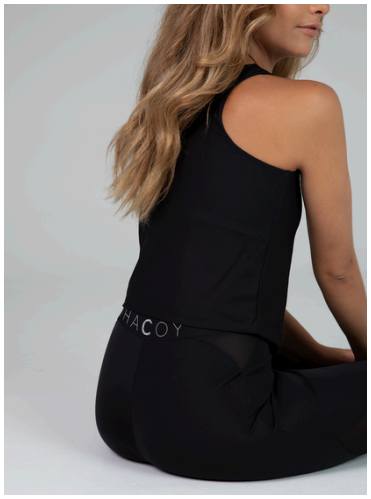


SPORTSWEAR











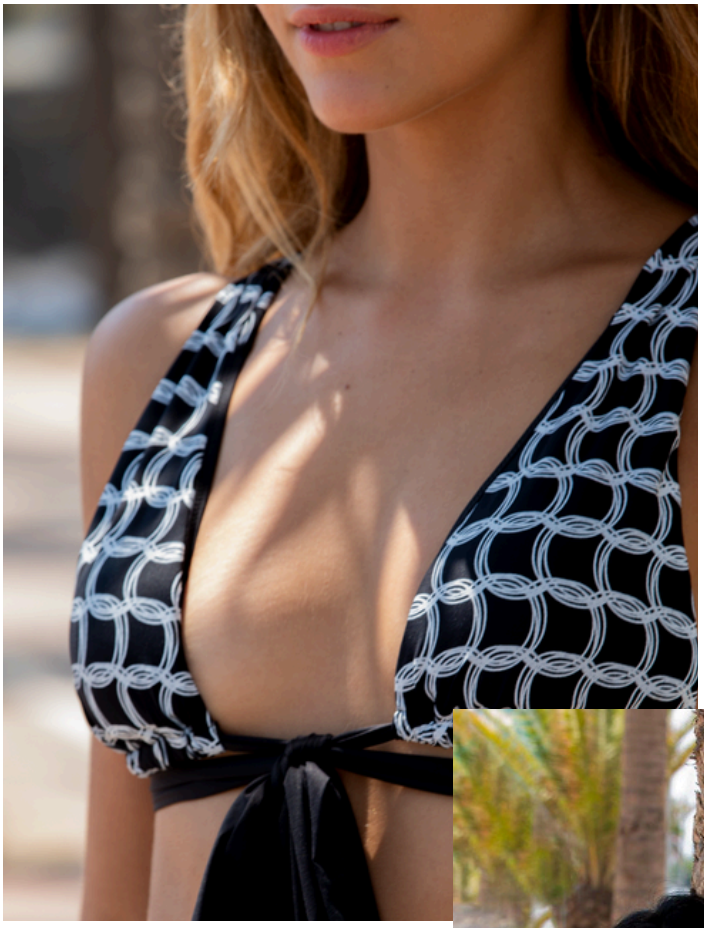


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SWIMWEAR

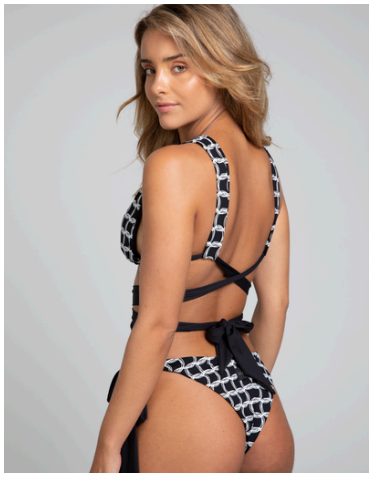










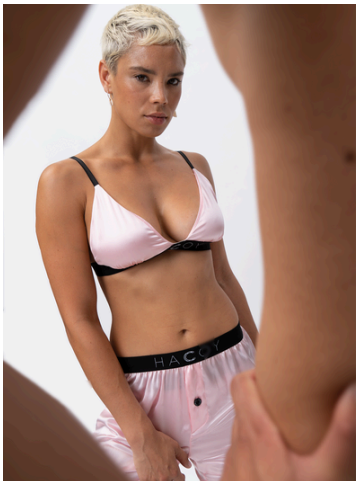


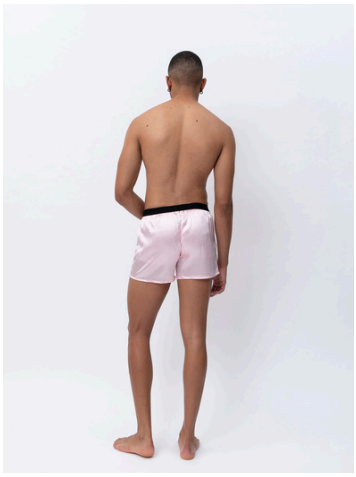


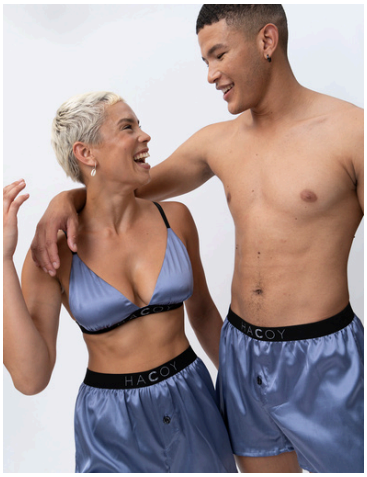




UNDERWEAR



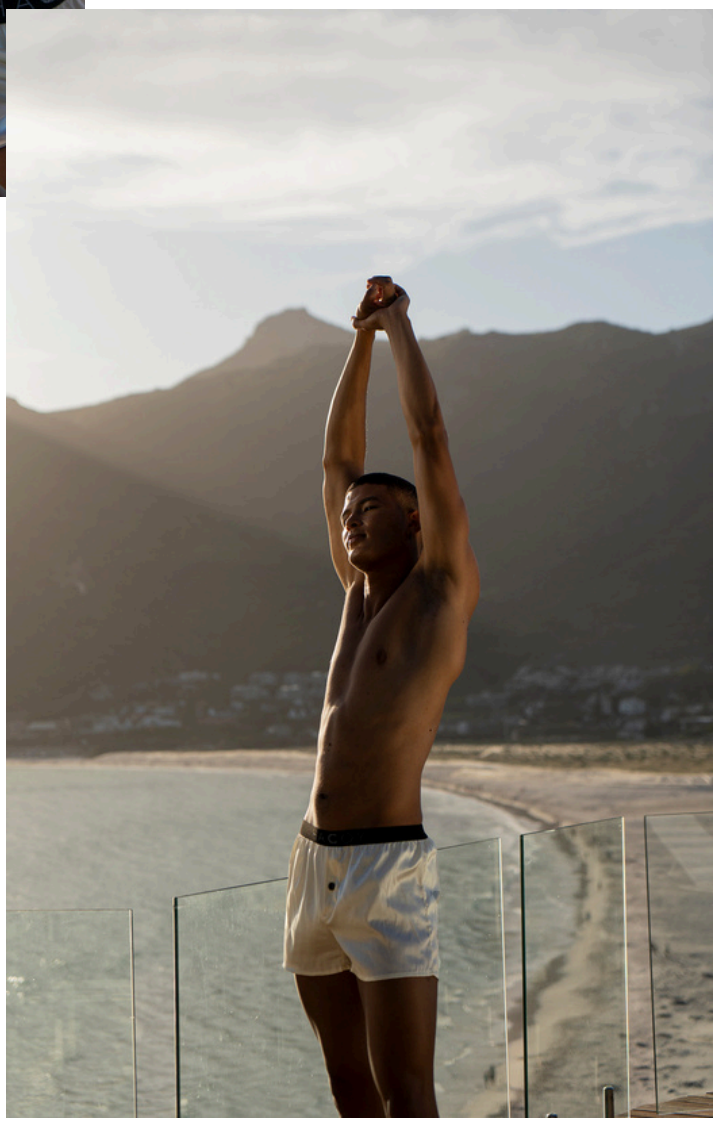




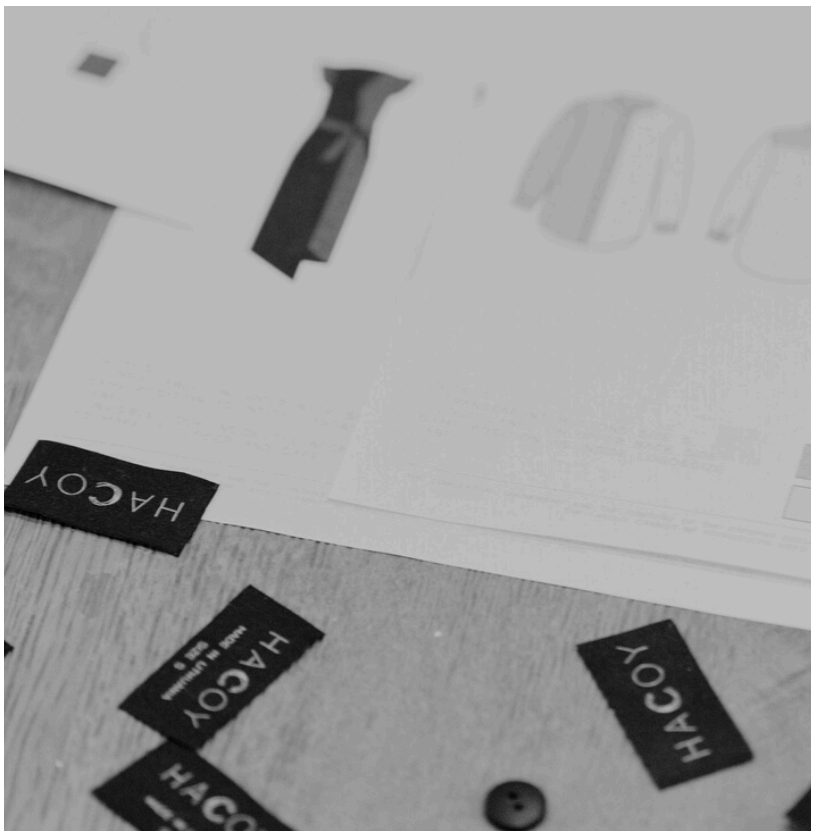


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HACOY



PRESENT AND FUTURE

USING COMFORTABLE FABRICS AND STYLISH DESIGNS TO CREATE CLOTHES THAT ENABLE OUR CLIENTS TO FEEL THEIR BEST SELVES. EXTENDING THE RESEARCH INTO ALTERNATIVE AND MORE SUSTAINABLE RESOURCES AND MANUFACTURING PROCESSES.

CONSIDERING THE NEEDS OF OUR CLIENTS AND CONSTANTLY IMPROVING THE CUSTOMER EXPERIENCE. GIVING INDIVIDUALS THE ATTENTION THEY DESERVE.

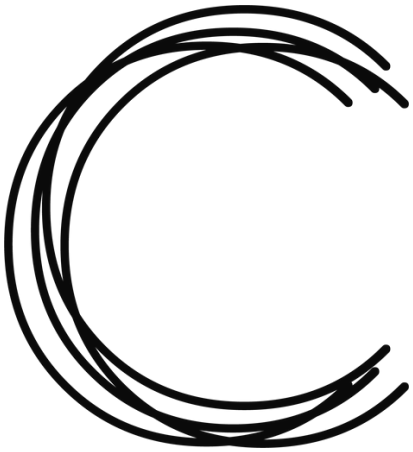


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