HACOY

Press Release

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How ADHD changed my view of fashion and life

For a long time, I felt frustrated. I wondered why I felt so blocked at times, even though my head was bursting with ideas. Why I couldn't seem to get my ideas off the ground, even though I was full of enthusiasm for my plans. I realized that I functioned differently, but I couldn't put my finger on it.

The diagnosis of ADHD came late, at the age of 28. What initially seemed like a label was, in retrospect, the moment that brought order to my chaos. Finally, my way of thinking had a name. Frustration gave way to clarity. I suddenly understood why I perceived the world so intensely, why I was overwhelmed by details, colors, textures, and moods, and why that is precisely my greatest strength.



Maximilian Rupp, Founder of the ethical fashion brand HACOY. (Photo credit: Annette Wilson)

I no longer experience ADHD as a deficit, but as a lens that sharpens my view of the world. Where others seek structure, I see connections. Where others expect perfection, I discover beauty in imperfection. In fashion, this perspective has liberated me. I no longer felt compelled to design fashion that everyone would like and that had to follow constantly changing trends. Instead, I began to understand fashion as an honest expression of individuality, as something that is allowed to have rough edges and depth.

This attitude also shapes my own fashion label. The values of happiness, comfort, and joy are not just marketing buzzwords, but are the answer to what I myself have been searching for: clothing that can do more than just look good; clothing that you wear to feel good, to show who you are and not who you think you should be.

My ADHD energy manifests itself in bold breaks: unconventional cuts, a love of textures and colors, a connection between fashion and art that I am increasingly bringing together with my painting (MAR). The chaos that used to unsettle me is now the space where new things emerge.

I am convinced that the fashion industry needs neurodivergent voices. Because they ask different questions. Because they don't think in linear processes, but experimentally. And because they remind us that fashion is more than consumption—it is expression, attitude, connection, and responsibility for people and the environment.

ADHD has changed my view of fashion and life. From frustration to clarity, from conformity to expression. And perhaps that is my most important message: you can't please everyone. It is precisely in being different that lies the power to make your own story visible in fashion and in your life.

About HACOY

HACOY was founded by Maximilian Rupp in Munich and has quickly established itself as a beacon for ethical fashion. The brand aims to change the industry for the better by focusing on sustainable practices, ethical production methods, and high-quality organic materials. HACOY believes in the power of fashion to have a positive impact on the environment.

Discover the brand at www.hacoy.com
More press materials on our collections and brand are available upon request.

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