

A DAY

the new standard for clothing
does more with less

thisisADAY.com



our mission is simple

lift the standard for clothing
so you can do more with less

We're a direct-to-consumer brand and our pieces are technical, versatile and made focusing on sustainability so you can travel and live — with a wardrobe that's better for you - and for the world.

We're 100% direct-to-consumer + based in NYC + London



WHO WE ARE

the wardrobe for the hand-luggage generation

The ultimate **wardrobe for the working woman who travels**: wrinkle-free, versatile, elegant, essential.
Classic shapes, elevated designs, functional fabrics.

Each piece does more—so you can do more with less.

**with a mission-led brand that stands
for the sustainable future she wants**



how we're creating a wardrobe that does more with less

Our pieces were created from the vision that technical fabrics could be used beyond the active wardrobe. We love them for the **benefits they bring to changing lifestyles, travel + belief systems.**

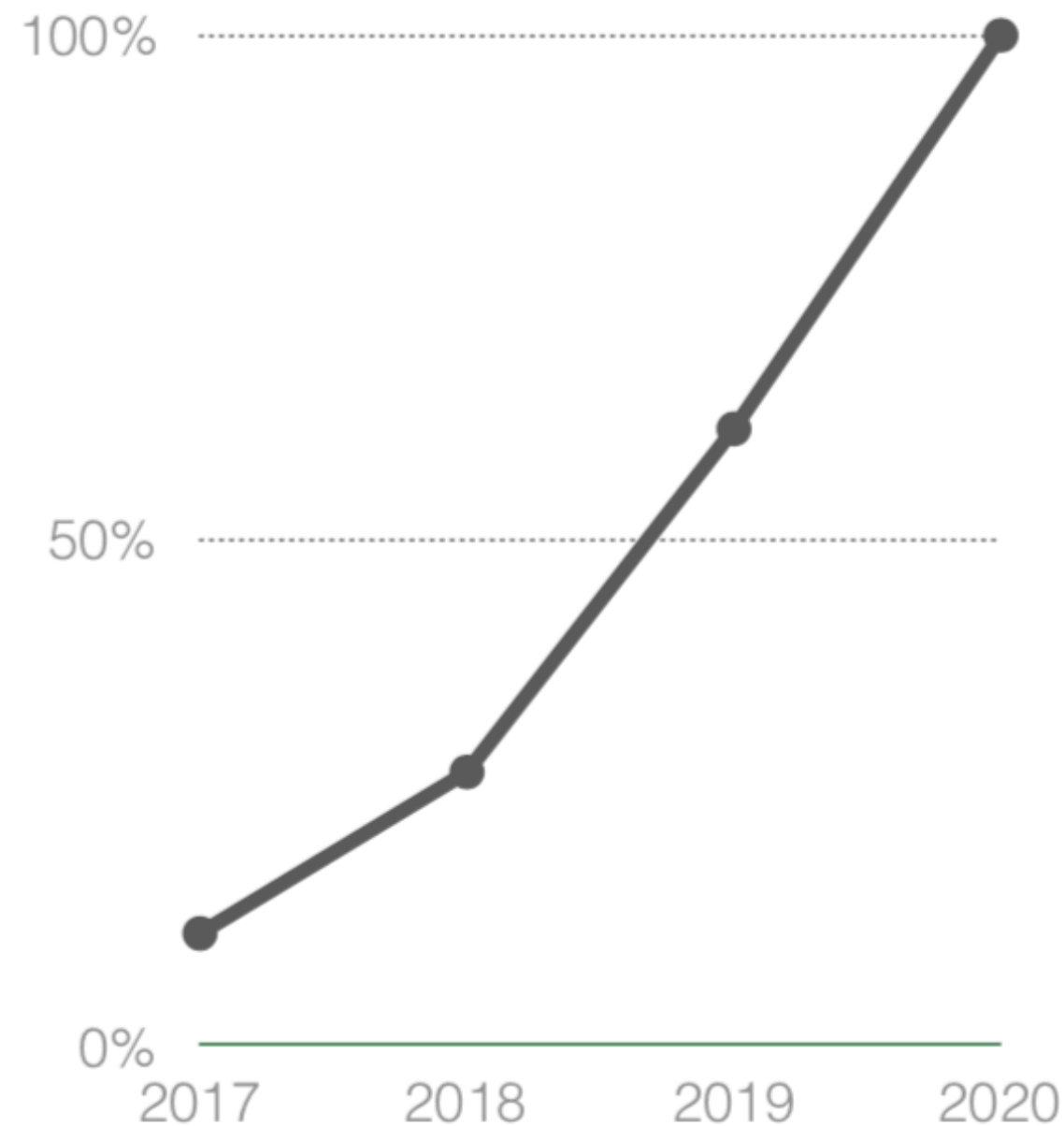
We source and develop **fabrics that are better for her and the world: softer, wrinkle-free and longer-lasting**, all in-house.



with a holistic approach to sustainability

Our approach to sustainability is holistic and focuses on a better supply chain (e.g. **renewable-powered manufacturing**) as well as changing consumer behavior: a more minimalist wardrobe, say bye to dry-clean, own less, wear more, keep longer.

recycled fabrics



renewable manufacturing



50%

manufacturers heavily utilize renewable energy: solar and biomass

new consumer behavior



each ADAY piece replaces **3-4 other pieces** in a customer's wardrobe - allowing for a more minimal wardrobe and hence more sustainable wardrobe



all pieces are **machine-wash cold** - one of the biggest positive environmental impacts on a garment's footprint (good bye dry-clean!)







“This small fashion startup has big plans to save the planet”

FAST COMPANY

"ADAY's collection of minimalist clothes in technical fabrics will keep you looking and feeling cool (literally) on your next long-haul flight"

Condé Nast
Traveler

**THE WORLD'S
MOST INNOVATIVE
COMPANIES 2018**

FAST COMPANY

retail Innovation conference



#RIC19