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ABOUT **YAND WEAR**

Your Amazing Namaz Dress

YAND *Amazing Namaz Dress*

was founded in St.Petersburg in 2015 by designer Seta Yandieva and with participation of Artem Balaev, producer of International Aurora Fashion Week. In 2017 the collection of magnificent YAND dresses was presented during famous Paris Fashion Week.

YAND offers exclusive design of namaz dresses based on individual sketches. A unique couture dress for the main event in the life of any Muslim woman can be created with the craftsmanship of the YAND team.

In 2018 we launched the second line - YAND WEAR. The collection presents basic wardrobe items - long dresses and skirts, hoodies, sweatshirts, jackets and shirts of excellent quality - that help an urban Muslim woman to feel comfortable during everyday life without compromising religious norms.

The main message for both lines stays the same – «Perfection is the watchword of our team. Products under the YAND brand are perfect both outside and inside».



**You don't have to
compromise your traditions
to keep up with the times**



MANIFESTO **YAND WEAR**

“The YAND WEAR line allows Muslim women to observe religious norms and at the same time look modern. The solution to this problem was almost impossible until the appearance of YAND WEAR on the Russian market. Such a step is the response of fashion business to a growing social demand.”

“I am convinced that a modest fashion for Muslims has significant prospects for development into a major direction in international retail: for example, similar capsule collections have already been released by Dolce & Gabbana, Nike and H&M.”

Seta Yandieva



LOOKBOOK '18

Everything consists of small things that at first glance seem insignificant, but it's in them that the essence itself is hidden!



LOOKBOOK '18



Look stylish and follow traditions





The first YAND WEAR collection is dominated by black, which is also present in decorative finishes

YAND IN MEDIA



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BAZAAR

НОЖ

снб
СОВАКА RU

FASHION
NETWORK

Бумага



LOOKBOOK '19

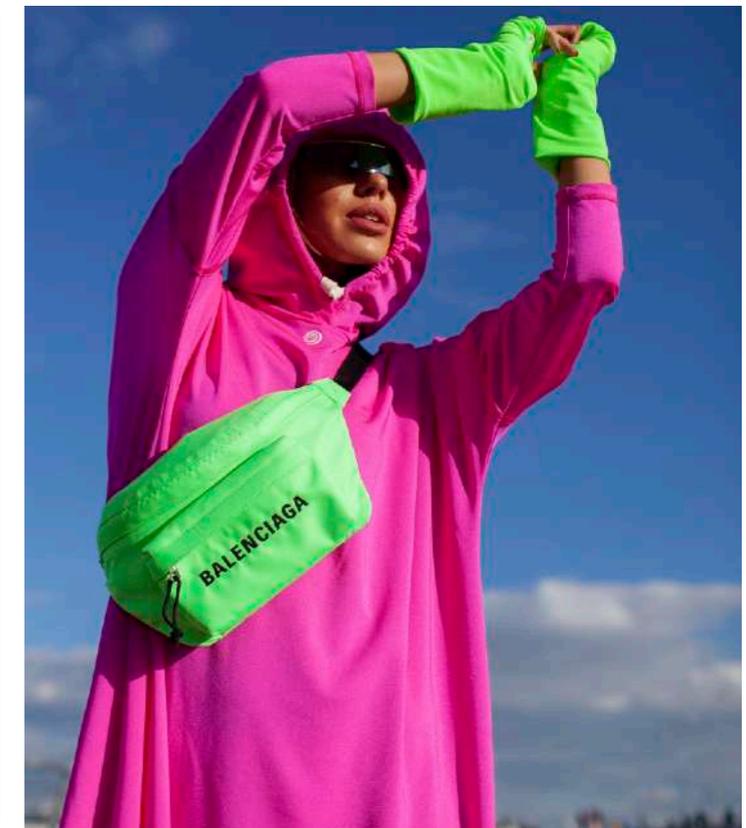
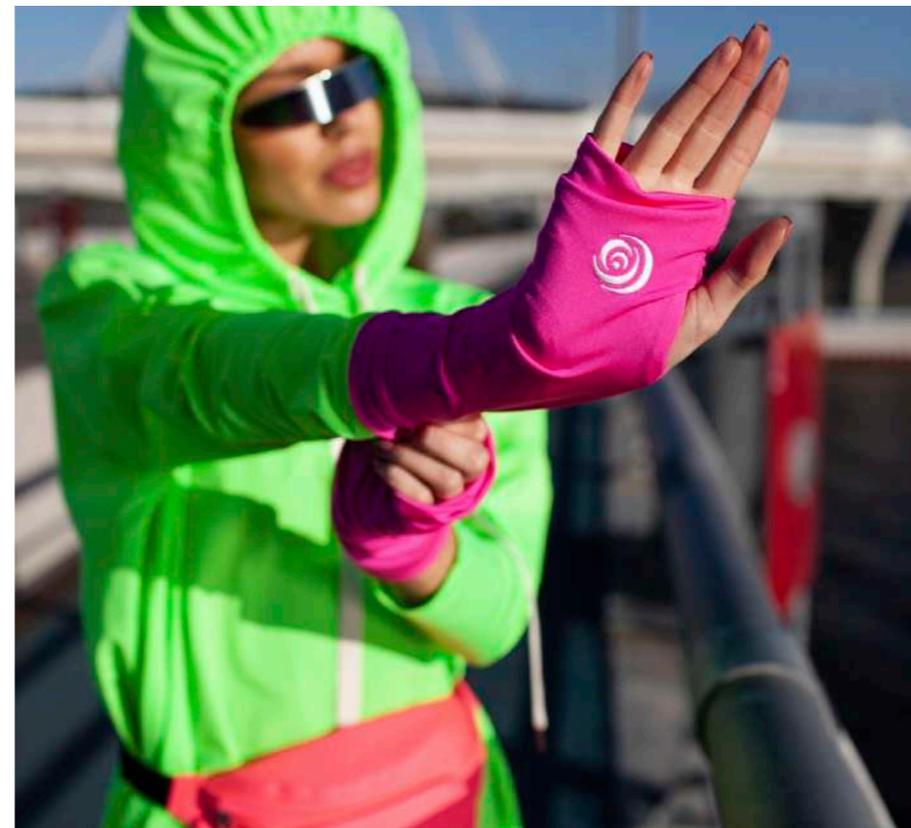
**When the stars went down to
earth and walk among us**



LOOKBOOK '19

There are no seasons in space: no winter and summer, no spring and autumn. There is no particular evening or morning here, but there is only space and nothing more.

Ray Bradber



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