

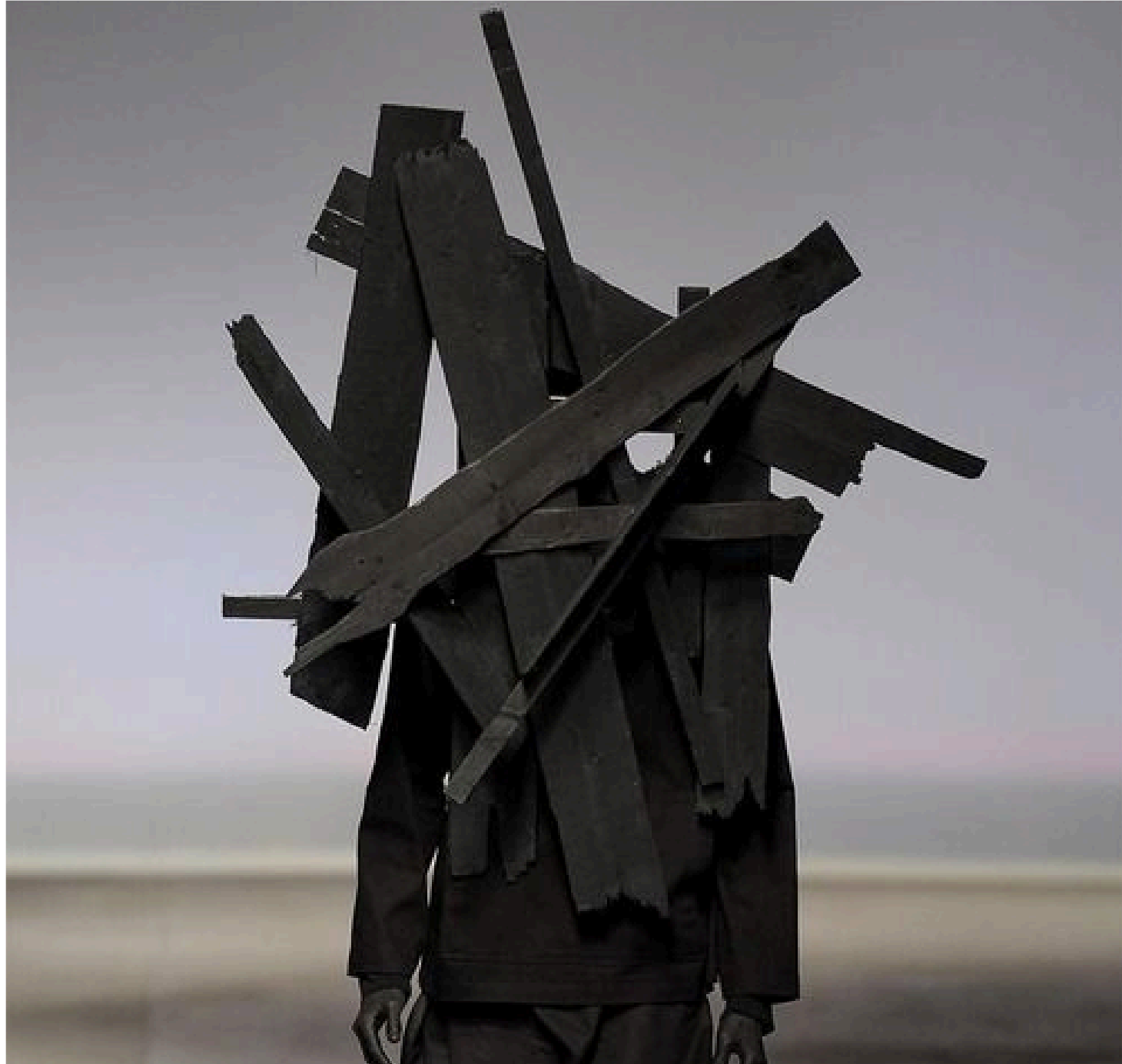


JUNE 2026

VÆLOR

A HOUSE OF COLLECTIBLE FORMS

by Falguni Joshi



VÆLOR

VÆLOR

V^ÆLOR

VÆLOR

VAY-lor

/ˈveɪ.lɔːr/

Like:

VAY (as in veil without the "l") + lor (as in lore)

VAY-lor

The pursuit of enduring form through intention, restraint, and permanence.



THE FORM

The Æ is treated as a stylistic ligature, not a cue for a difficult Scandinavian pronunciation.

Many luxury brands use stylized typography while keeping pronunciation simple.

So:

Wordmark:

VÆLOR

Pronounced:

VAY-lor



OUR PHILOSOPHY

NOT A FASHION HOUSE.

A HOUSE OF COLLECTIBLE FORM

WE DON'T DESIGN GARMENTS.

We recover ideas.

Some forms are forgotten before they are ever seen.

Unfinished monuments.

Unbuilt structures.

Lost studies.

Objects imagined but never realised.

VÆLOR exists to uncover them.

Every piece feels discovered rather than created.

Nothing begins with fashion.

Everything begins with intent.



ARCHIVES

Some ideas arrive too early for their time.

Some disappear before anyone notices.

VÆLOR exists for those ideas.

Every object is treated as if it has been
unearthed rather than manufactured.

Created with restraint.

Defined by proportion.

Built to outlive trends.

We don't release collections.

We reveal discoveries.

Each piece enters the Archive only once.

Luxury isn't about possessing more.

It's about finding what few were ever meant to
encounter.



THE FIVE PRINCIPLES OF VÆLOR

FORM

Every silhouette begins with structure, not trend.

INTENT

Nothing exists without purpose.

RESTRAINT

Luxury is expressed through what is removed, not what is added.

PERMANANCE

Objects are designed to outlive seasons.

RARITY

Nothing is mass-produced.

Nothing is recreated..



MANIFESTO

THE ARCHIVE EXISTS.

Fashion moves.

Culture forgets.

Architecture remains.

We create objects that refuse time.

Every seam carries intention.

Every fold is structural.

Every silhouette begins as space.

Nothing is designed for trends.

Everything is designed for permanence.

We don't release collections.

We reveal discoveries.

We don't make clothing.

We preserve form.



POSITIONING

THE WORLD'S FIRST ARCHITECTURAL LUXURY HOUSE.

Not streetwear.

Not avant-garde.

Not quiet luxury.

Not minimalism.

VÆLOR exists somewhere between

Architecture

Industrial Design

Museum Curation

Fashion

Contemporary Art

Everything is collectible.

Everything is numbered.

Nothing returns.



TARGET CONSUMER

Our customer doesn't collect fashion.

They collect stories.

They purchase

chairs from collectible design galleries

limited sculptures

rare books

vintage cameras

architectural furniture

independent fragrances

They appreciate restraint.

They don't need visible luxury.

They need meaning.

Cities

Dubai

London

New York

Los Angeles

Tokyo

Paris

Milan

CREATIVE DIRECTION



Forget fashion editorials.

Everything should feel like it belongs inside

Tate Modern

Dia Beacon

Fondazione Prada

an abandoned monastery

a brutalist museum

Every campaign feels like documentation.

Not advertising.

Colour

Stone

Bone

Ash

Charcoal

Oxidised Metal

Weathered Bronze

Limestone

Photography

Almost no faces.

Almost no emotion.

Emotion comes from light,
space, absence distance, silence.



HERO DROP ARCHIVE001

FORM STUDY

Every piece has its own archive number.

Archive Object 01

The Monolith Coat

Archive Object 02

The Void Trouser

Archive Object 03

The Fold Hoodie

Archive Object 04

The Shelter Overshirt

Archive Object 05

The Archive Boot

MATERIALS

Everything should age beautifully.

Japanese Loopwheel Cotton

Loro Piana Wool

Italian Horse Leather

Vegetable Tanned Leather

Japanese Nylon

Stone Washed Linen

Brushed Cashmere

Raw Brass

Hand Patinated Steel

Nothing synthetic looking.

Nothing flashy.



THE FORM COAT
USD \$4,000–5,800
INR ₹3.8–5.5 LAKH

THE VOID JACKET
USD \$2,300–3,200
INR ₹2.2–3 LAKH

THE FOLD TROUSER
USD \$1,300–1,700
INR ₹1.2–1.6 LAKH

THE FRAME HOODIE
USD \$1,000–1,350
INR ₹95,000–1.25 LAKH

THE ARCHIVE BOOT
USD \$1,600–2,100
INR ₹1.5–2 LAKH

VÆLOR

ARCHIVE 001
FORM STUDY



ARCHIVE OBJECT 01

THE FORM COAT

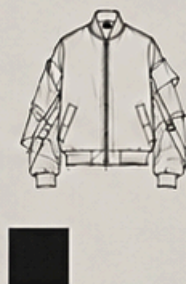
Sculptural wool.
Architectural collar.
Hidden magnetic closure.



ARCHIVE OBJECT 02

THE VOID JACKET

Deconstructed bomber.
Multi-panel construction.
Utility in structure.



ARCHIVE OBJECT 03

THE FOLD TROUSER

Wide volume.
Engineered pleats.
Asymmetrical flow.



ARCHIVE OBJECT 04

THE FRAME HOODIE

Layered construction.
Architectural hood.
Deconstructed silhouette.



ARCHIVE OBJECT 05

THE ARCHIVE BOOT

Sculpted form.
Handcrafted leather.
Built to endure.



FIVE OBJECTS. FIVE STUDIES IN FORM. ONE ARCHIVE.
LIMITED. NON-REPEAT. ARCHIVED FOREVER.







PACKAGING

No luxury clichés.

Imagine opening a museum archive.

Heavy stone grey box.

No branding outside.

Inside

cotton gloves

certificate of provenance

object number

construction card

material sample

archive envelope

Every purchase feels like receiving something from an institution.



VÆLOR

PRESENTED BY VÆLOR

VÆLOR IS THE CURATED EXPRESSION OF CULTURE, FORM AND INTENT.
BORN FROM THE INTERSECTION OF ARCHITECTURE, STREET AND SILENCE.
EACH PIECE REFLECTS A STUDY IN STRUCTURE, DECONSTRUCTION
AND THE BEAUTY OF RESTRAINT.
WE DON'T FOLLOW TRENDS. WE BUILD UNIFORMS FOR INDIVIDUALS.

VÆLOR EST L'EXPRESSION SÉLECTIONNÉE DE LA CULTURE, DE LA FORME ET DE L'INTENTION.
NÉE DE L'INTERSECTION DE L'ARCHITECTURE, DE LA RUE ET DU SILENCE.
CHAQUE PIÈCE REFLÈTE UNE ÉTUDE SUR LA STRUCTURE, LA DÉCONSTRUCTION
ET LA BEAUTÉ DE LA RÉSERVE.
NOUS NE SUIVONS PAS LES TENDANCES. NOUS CRÉONS DES UNIFORMES POUR LES INDIVIDUS.

VÆLORは、文化、形、意図のキュレーションによる表現です。
建築、ストリート、静寂の交差点から生まれました。
それぞれのピースは、構造、脱構築、そして抑制された美しさの研究を反映しています。
私たちはトレンドを追いません。個性を持つ人々のためのユニフォームを作ります。

VLR*

fin.