

# HANA●BOUTIQUE



ETERNAL TREND



HANA.BOUTIQUE  
ETERNAL TREND

HANDCRAFTED IN ISTANBUL  
WWW.HANA.BOUTIQUE





# GENES

## CULTURE

### The Century Thread

It began over a hundred years ago with our great-grandmother—a master of the needle and a visionary artist.

She passed her mastery to **Zahra**, whose legendary precision as a tailor defined our family's standard of excellence.

**Zahra** didn't just teach us a craft; she gifted us a culture.

This legacy is not just in our history it is in our **DNA**.



ZAHRA  
1947 - ∞



FIROOZEH & ZAHRA 1972

# VISION

## FIROOZEH

### The Modern House of Hana

Today, **Firoozeh** leads this legacy into a new era.

As the heart of **Hana Boutique**, she has transformed a century of artistry into a modern family corporation.

We move as one: Firoozeh's daughter directs the creative strategy and production, while her son bridges our artisanal world with global technology.

We refine the "**Urban Relax**" aesthetic honoring the hands of our past to **Create The Trends Of The Future**.



FIROOZEH 2025



FIROOZEH 1986





# ETERNAL ESSENTIAL

## The Spirit of Quality

We believe in goods that stay good for good. This philosophy is rooted in our own history; we still wear and cherish pieces crafted by our hands decades ago. They remain as beautiful, unique, and sturdy today as they were then. This is the foundation of our tagline: **Eternal Trend** We do not design for a season; we design for a **lifetime**.

## Literal Luxury

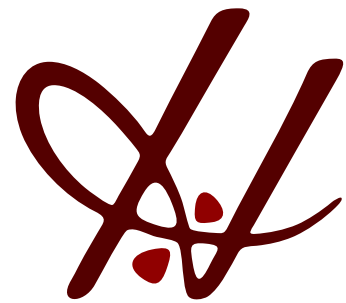
Our approach to luxury is literal-derived from comfort, utility, and refined aesthetics. It is a minimalist luxury that doesn't scream for attention but demands **respect**. A **HANA** piece is as comfortable to carry as it is stylish to wear, proving that true elegance never sacrifices ease.

## The Conscious Path

Respect for the future is as important as respect for the past. Our production is defined by a commitment to being as **eco-friendly** as possible. From our 100% **Vegan** materials to our sustainable packaging and digital-first communication, every step is taken with the planet in mind.

## The Tactile Bond

Every item we create has a **soul**. We design pieces that invite you to touch them, to feel the craftsmanship, and to form a personal bond. A Hana bag is not just an accessory; it is a companion that grows more meaningful with every journey.



HANA.BOUTIQUE

STAY GOOD  
FOR GOOD





# ARIA

Universal, grounding, and effortlessly stylish.

[www.HANA.BOUTIQUE](http://www.HANA.BOUTIQUE)

2026 Q1



# ARIA

● Oatmeal

Soft thick vegan fabric, warm oatmeal earth tone  
Handcrafted geometric drape, polished stainless steel  
Medium shoulder design, effortless authentic comfort

[www.HANA.BOUTIQUE](http://www.HANA.BOUTIQUE)

2026 Q1





# ARIA

● Earl Gray

Soft thick vegan fabric, deep earl gray tone  
Handcrafted geometric drape, polished stainless steel  
Medium shoulder design, effortless authentic comfort

www.HANA.BOUTIQUE  
2026 Q1

# ARIA

● Espresso

Soft thick vegan fabric, rich espresso dark tone  
Handcrafted geometric drape, polished stainless steel  
Medium shoulder design, effortless authentic comfort

www.HANA.BOUTIQUE  
2026 Q1





# ARIA

● Caramel

Soft thick vegan fabric, warm caramel earth tone  
Handcrafted geometric drape, polished stainless steel  
Medium shoulder design, effortless authentic comfort

www.HANA.BOUTIQUE  
2026 Q1

# ARIA

● Hazelnut

Soft thick vegan fabric, muted hazelnut tone  
Handcrafted geometric drape, polished stainless steel  
Medium shoulder design, effortless authentic comfort

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# ROSHA

● Oatmeal

Soft thick vegan fabric, warm oatmeal earth tone  
Intricate lace appliqué, stainless steel chain strap  
Artistic tote design, soulful handmade luxury

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# NILA

● Oatmeal

Soft thick vegan fabric, Spacious bucket bag silhouette.  
Medium size Versatile shoulder or crossover wear  
A soulful, artistic statement piece. Intricate floral embroidery

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SAHARA





# SAHARA

● Oatmeal

Soft thick vegan fabric, light oatmeal texture  
Intricate floral embroidery, stainless steel chain strap  
Artistic statement piece, soulful handmade luxury

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# SAHARA

● Latte

Soft thick vegan fabric, creamy latte tone  
Intricate floral embroidery, fabric shoulder strap  
Fine handmade art, comfortable timeless elegance

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# ROYA

● Oatmeal

Soft thick vegan fabric, warm oatmeal earth tone  
Large lace floral appliqué, polished stone center  
Medium shoulder design, soulful artisan comfort

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# ROYA

● Earl Gray

Soft thick vegan fabric, cool earl gray tone  
Contrast lace floral appliqué, polished stone center  
Medium shoulder design, sophisticated timeless elegance

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## ROYA II ● Oatmeal

Soft thick vegan fabric, warm oatmeal earth tone  
Climbing lace embroidery, delicate metallic beads  
Medium shoulder design, graceful handmade detail

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## AMIRA ● Earl Gray

Soft thick vegan fabric, deep earl gray tone  
Geometric flap detail, stainless steel chain strap  
Refined compact shape, modern soulful elegance

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# AMIRA

● Oatmeal - Cream

Soft thick vegan fabric, warm oatmeal earth tone  
Geometric flap detail, stainless steel chain strap  
Refined compact shape, modern soulful elegance

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2026 Q1



# AMIRA

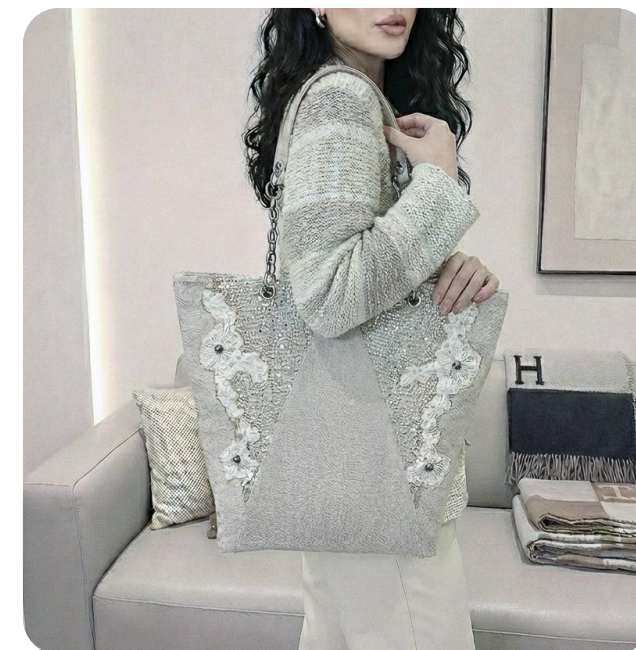
● Espresso

Soft thick vegan fabric, rich espresso dark tone  
Geometric panel detailing, soft fabric shoulder straps  
Refined structured shape, modern soulful elegance

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ZOYA

● Earl Gray

Soft thick vegan fabric, deep earl gray tone  
Stylized floral motif, wide soft fabric strap, stainless steel chain  
Effortless chic comfort, authentic artisan detail

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ZOYA

● Oatmeal

Soft thick vegan fabric, warm oatmeal earth tone  
Intricate lace appliqué, stainless steel chain strap  
Artistic tote design, soulful handmade luxury

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2026 Q1



# ART ARTISAN

Our production is a dialogue. Led by **Firoozeh**

Every piece is a result of a century of inherited knowledge.

We reject the anonymity of mass production in favor of the 'fine part'—the hand-embroidery and precision stitching that gives each bag a soul.

This is literal luxury: comfort and style built to last as long as the heirlooms our grandmother **Zahra** left behind.



"Some connections are felt long before they are spoken."

This version Dedicated to

# FACTS FUTURE

**Corporate Identity:** Hana Boutique | Istanbul-based Production.

**The Sustainable Edge:** 100% **Vegan** materials.  
Plastic-free packaging. Minimalist footprint.

**Partnership Terms:**

- **Scale:** Small-batch artisanal production with scalable capacity for retail.
- **Exclusivity:** Opportunity for retail-exclusive colorways.
- **Logistics:** Standard B2B lead times (3–4 weeks).



We invite you to touch the soul of our craft.

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