



free & creative people

Press Release

Turin, april 2023

The Startup ZetaJay revolutionizes the fashion world with its first launch on an international scale: hats collection.

ZETAJAY's Mission is to create beauty and become the brand of choice for International Modular Fashion and space tourism, combining tradition, innovation, and sustainability.

To break out of the mold of pre-packaged fashion, which limits freedom and creativity, the ZETAJAY consumer becomes a Co-Designer: thanks to its "modularity," every day the user can build their outfit in tune with their emotional state.

Each individual cap is composed of double-sided, interchangeable, machine-washable modules that can be disassembled through Zippers with size indicator Rivets, allowing thousands of combinations. Also, this interchangeability facilitates swapping between consumers.

www.zetajay.com

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