



**OMAMI
MINI**



Hearts for Ukraine



THROUGH RECENT EVENTS IN UKRAINE WE FELT LOST AND FRUSTRATED, UNABLE TO EXPLAIN TO OURSELVES AND OUR KIDS THE REASON BEHIND HATRED, AGGRESSION AND CHAOS AROUND US. WE THOUGHT KIDS MIGHT HAVE SOME ANSWERS FOR US AS THEY OFTEN SEE THINGS FROM A FRESH, INNOCENT PERSPECTIVE.

WE FILMED A SHORT MOVIE DOCUMENTING THEIR PERSPECTIVE ON CONFLICT RESOLUTION, INCLUSION, AND ACCEPTANCE, WHICH TURNED OUT TO BE MUCH MORE EXPLICIT THAN ANYTHING WE COULD TEACH THEM. WE USED THEIR QUOTES TO CREATE THESE BEAUTIFULLY EMBROIDERED T-SHIRTS AND HOODIES THAT GIVE THEM VOICE AND OPPORTUNITY TO BE HEARD AND LEARNED FROM.

THEIR POINT OF VIEW GIVES US HOPE AND WE'RE HOPING TO SHARE AND SPREAD THAT FEELING. A FEELING THAT LIGHT, GOODNESS, JUSTICE - WILL WIN AT THE END. BECAUSE IT ALWAYS DOES.

ALL PROFITS FROM THIS CAPSULE COLLECTION WE HAVE CREATED IN COLLABORATION WITH KIDS WILL BE DONATED TO THE HUMANITARIAN EFFORT IN UKRAINE VIA HEARTS FOR UKRAINE FOUNDATION.

**TO WATCH THE MOVIE
BEHIND THIS
COLLECTION**

SCAN IT



OR USE LINK BELOW
[HTTPS://BIT.LY/3SOYXFM](https://bit.ly/3SOYXFM)