



ETNO BOYE

CONTEMPORARY CRAFT





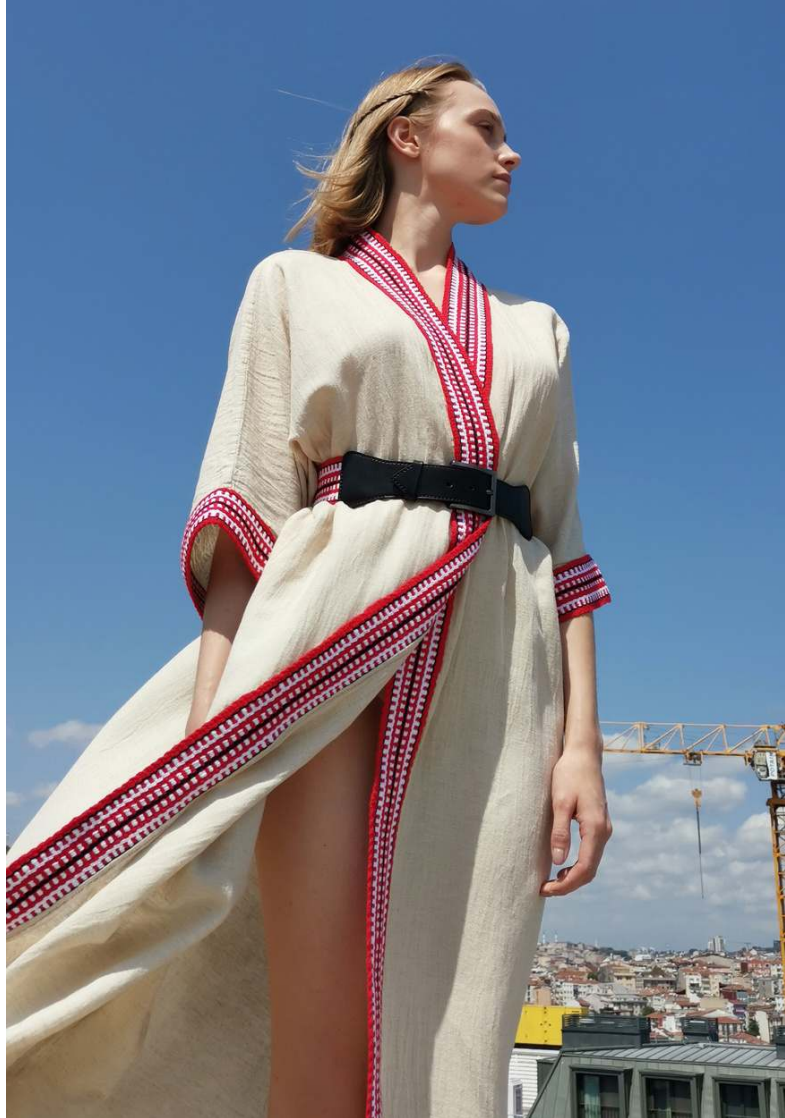
ETNO

CONTEMPORARY DESIGN.

SERBIAN HERITAGE.

MEDITERRANEAN SPIRIT.

BOYE



CONTEMPORARY DESIGNED

ETNO BOYE is an independent Serbian fashion label bringing traditional craftsmanship into a contemporary resort wardrobe.

Rooted in Serbian textile heritage and shaped by a Mediterranean sensibility, the brand combines natural fabrics, relaxed silhouettes and expressive colour with handwoven ribbon, crochet, embroidery and hand-painted details.

Made in Serbia.

Made by hand.

Designed to be remembered.



A DISTINCTIVE LANGUAGE OF COLOUR & CRAFT



01 COLOUR

Expressive combinations influenced by Serbian visual culture and Mediterranean landscapes.



02 CRAFT

Handwoven ribbon, crochet, embroidery and hand-painted details create texture and individuality.

DESIGN IDENTITY



03 SILHOUETTE

Relaxed and fluid shapes designed around movement, ease and contemporary resort dressing.



04 HERITAGE

Traditional techniques and graphic references are reinterpreted through a modern design language.

BRAND

PHILOSOPHY

PRESERVE

Traditional skills and handmade techniques deserve a place in the future of fashion.

REINTERPRET

Heritage becomes relevant when it is translated into a contemporary design language.

EMPOWER

Working with women artisans creates opportunities for skills, independence and sustainable craftsmanship.

EXPRESS

Clothing should carry personality — through colour, texture, movement and individuality.

We create pieces that are not designed to disappear into a wardrobe.

They are designed to be remembered.



ALEKSANDRA DJORDJEVIC

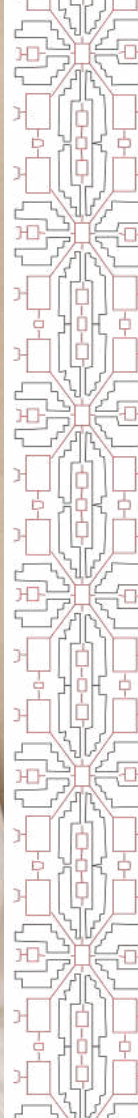
Founder & Creative Director

Serbian-born designer Aleksandra Đorđević founded ETNO BOYE from a personal connection to the textile traditions and craftsmanship of her heritage.

Raised around a culture in which weaving, embroidery and handwork formed part of everyday life, she developed a design language that brings this visual memory into a contemporary context.

Living between Serbia and Mediterranean destinations shaped her vision of a wardrobe where Serbian craftsmanship could exist naturally within contemporary resort life.





ARTISAN STORY

Behind ETNO BOYE is a network of skilled women artisans in Serbia whose knowledge of weaving, crochet, embroidery and textile techniques becomes part of each collection.

Many elements are created individually by hand, giving each piece subtle variations that reflect the human process behind its making.





THE ETNO BOYE RIBBON

**Our signature Tkanica —
the ETNO BOYE signature
ribbon cannot be rushed.**

Woven by hand on a traditional loom,
just 10 metres can require an entire
week of skilled artisan work. This slow
process gives every piece its individual
character and makes production
naturally limited.





MADE WITH INTENTION

Produced in limited quantities, each ETNO BOYE piece reflects a slower approach to fashion—supporting local craftsmanship, reducing excess and allowing handmade details the time they require.





THE ETNO BOYE WORLD

WOMENSWEAR



MENSWEAR





ACCESSORIES



A close-up photograph of a person's arm holding a white, textured fabric garment. The person's hand is visible, gripping the fabric. The garment has a wide, colorful patterned cuff at the bottom, featuring orange, teal, and white geometric designs. The background is a soft-focus natural setting with dry grass and a textured wall.

From statement pieces to effortless separates, the ETNO BOYE wardrobe is designed around travel, movement and expressive resort living.









DESIGNED FOR THE CURIOUS

The ETNO BOYE customer is drawn to pieces with identity.

They value craftsmanship over uniformity, colour over convention and pieces that carry a story. Their wardrobe moves naturally between destination, city and everyday life — expressive without being constrained by occasion. They seek pieces that feel discovered rather than mass-produced.

**CULTURALLY CURIOUS
CONFIDENT
TRAVEL-DRIVEN
CRAFT-CONSCIOUS**





BRAND MANIFESTO

FROM HERITAGE
TO THE PRESENT

**We believe craftsmanship survives
when it continues to evolve.**





SS27 / RESORT 2027

ETNO BOYE

CONTEMPORARY SERBIAN CRAFT

WOMENSWEAR · MENSWEAR · ACCESSORIES

NATURAL FABRICS

SIZES S-L / / SELECT STYLES ONE SIZE

WHOLESALE AVAILABLE

ETNOBOYE.COM

@ETNOBOYE

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SCAN TO ACCESS THE LOOKBOOK,
BRAND BOOK & CONTACT DETAILS



A woman is shown from the waist up, wearing a red ribbed crop top and a long, flowing white shawl with a red and white patterned border. She is looking down and adjusting the shawl. The background is a clear blue sky.

MADE BY HANDS.
DESIGNED TO BE REMEMBERED.