

aialu

pronounced [ajaju]

**AYMARA changes name to AIAYU**

The 1st of January 2012 AYMARA will change name to AIAYU. The New Year marks a breakthrough where the company gather forces and create synergy from all parts of the world by merging the soul of AYMARA into AIAYU.

To work in a way that stimulates body and soul has always been at the very heart of AYMARA – from the 1st of January 2012 named AIAYU. When the company was established in 2005 the concept was simple – to design knitwear that combine elegance and craftsmanship without the compromises of the conventional fashion industry. By not following traditional paths, but allowing a new outlook on how things could be done, AYMARA became a pioneering company and a platform for promoting growth and development in third world countries. As the world is becoming increasingly complex and the industry is valued more by profit than ethics, it is refreshing and giving to show that it is still possible to work with passion and honesty.

By bridging traditional Bolivian craftsmanship and Scandinavian design and believing that a company could be known for its longevity and simplicity, rather than simply for it's aesthetic. By implication, the company has become synonymous with wardrobe essentials lasting much beyond a season. It's important for us to underpin that none of our values will change in 2012.

“We felt very brave – and a little unsure – going to the Bolivian highlands for the first time knowing that we followed our own believes of how knitwear should be made. Seven years later after our first visit we have proven that it is possible to have a holistic and responsible approach to design. In order to follow this successful path on new markets we have decided to change the name from AYMARA to AIAYU.”

- Maria Høgh Heilmann, AIAYU

“The name AYMARA was a praise of the people in the Bolivian highlands that was such a significant part of the way we create our knitwear, but as the company now go into new markets across Europe it is clear that the name isn't legally viable since it is the name of the people of Bolivia, as well as a language. We decided to change name to AIAYU that means soul in the Aymara language and therefore describes products full of soul and love from its origin.”

- Marie Worsaae, AIAYU