
آدیش
אדיש
ADISH
Adish
adishstudios.com

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ABOUT
حـــول
אודות

(a-dish)
Hebrew for "Apathetic"

Launched in 2018, **Adish®** is an Israeli-Palestinian brand pairing contemporary silhouettes with traditional Palestinian craft techniques.

Adish means 'apathetic' in Hebrew. We wanted to name what our Israeli partners saw around them — apathy amongst the majority of Israelis towards the occupation & the oppression of Palestinian people — and emphasize that there is no neutral position on the illegal occupation of Palestine. We work with living crafts that are traditional in Palestine and elsewhere to counter the systematic erasure of cultural heritage that is commonplace in Israel.

The brand was founded as a collaborative effort between Israelis Amit Luzon and Eyal Eliyahu, Palestinian-American artist Jordan Nassar and Palestinian, Ramallah-based Qussay K. The partners met through their associations with the Parents Circle Families Forum, an initiative that brings together bereaved families of Palestinians and Israelis who have fallen victims to the ongoing violence, with the aim of fostering reconciliation and sustainable peace. From this meeting, the idea of possible cooperation grew, and the connection between the nascent Adish brand and the Palestinian artisans who practice Tatreez (embroidery) was born.

All of Adish's collections are made locally in Occupied Palestine and Israel, and the designs center around traditional techniques in the region. Hand-sewn tatreez is produced in Ramallah, Dheisheh refugee camp, and Hebron, where through our collections we are able to work with over sixty Palestinian craftswomen. Each garment is sewn with the location where it was embroidered, and the name of the women's embroidery group that produced the tatreez. As partners with the Lakiya Weaving workshop in the Naqab (Negev), Adish's collections also feature embroidery, weaving, and tassels made by women from Bedouin communities in their traditional craft.

VALUES
حرفـــة
ערכים

Acknowledgement
Naming things truthfully is the first, essential step. In the face of cultural and geographic erasure of Palestine, naming who, where and what is a simple but vital act of resistance.

Anti-apathy
There is no neutral position on the occupation of Palestine by Israel. Our Israeli partners recognise their position in the forces of occupation, and seek to propel anti-occupation awareness, especially amongst their Israeli peers, by using the systems of privilege for good.

A new approach
Cynicism is easy. We aim to navigate an alternative approach towards change; through business and creativity, to do what politics and aid can not.

Evolution
We work in an area with a lot of fine lines. Every model is imperfect. At every opportunity, we improve our own model to make it fairer, more transparent, and more useful to the movement for peace and justice.

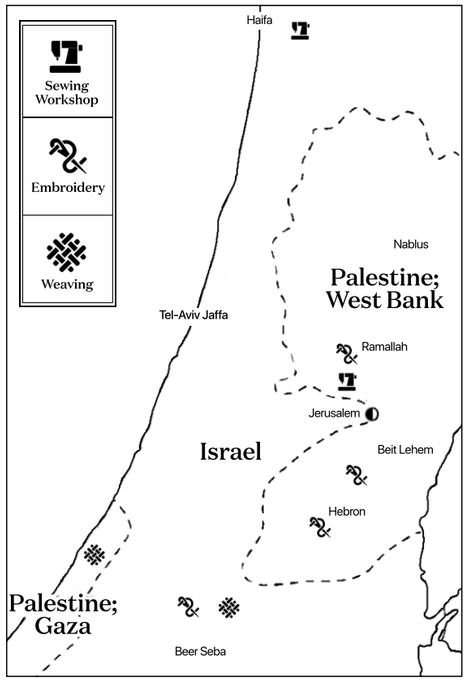
CRAFT
حرفـــة
מלאכה

Behind this craftwork is a network of workshops and communities of craftspeople from Palestine and Israel with whom we collaborate on the production of all of our collections, with each craft distinctively representing the history and identity of its own region.

Each one of our garments is embellished with handmade elements representing longstanding Middle Eastern textile heritage.

From traditional Palestinian embroidery to ancient Bedouin hand-weaving, the cultivation of these artistries and the communities out of which they grow via collaborations with the local workshops has become the core of the our creative endeavor.

Despite the logistic complexities this work process often entails, our central aim is to contribute to the expansion and flourishing of these workshops with every collection, while highlighting the crafts and the people behind them in each **Adish**® piece.



This map is attached as a label to each of **Adish**® *garments*

COLLECTIONS
المجموعات
קולקציות



SS'22
Facing the Forests





Each year, hundreds of thousands descend on Israel's national parks and reserves. Locals and tourists hike through sprawling forests – taking in pines that reach up to a clear, Levantine sky. And yet, a painful history lies just beneath their feet – beyond the forest floor. Inspired by A.B. Yehoshua's book of the same name, ADISH's Spring Summer 2022 collection, Facing the Forests, seeks to excavate this history buried not long ago. Atop these landscapes, where flora and fauna now root and thrive, once stood hundreds of Palestinian villages – nearly half of all the Palestinian villages depopulated or destroyed in the 1948 Nakba. Across these forests, parks and reserves, visitors witness physical ruins scattered throughout; Israeli officials razed the other remnants to the ground. Above this land, pines and other tall trees now stand, planted in the millions – and many funded by Jewish donation campaigns. The animals and plants that are found throughout Israel and Occupied Palestine forests decorate the collection in a series of digitally printed drawings created in collaboration with Nicholas Williams of Small Talk studio. Natural woven fabrics, applied garment dying and stone washing techniques all take inspiration from the natural tones and textures of the wild.

FW’21
Al Nasij





Our Fall-Winter collection 21’ collection is inspired by the craft of Bedouin weaving (“Nasij” in Arabic) and the weaving workshop in the Bedouin village of Lakiya with which we’ve been collaborating continuously for the past two years. The workshop operates under the Lakiya Weaving Initiative, founded in 1991 by an NGO called Sidreh, and is based in the Naqab (Negev) Desert in the south of Israel. The initiative brings together a community of over a hundred Palestinian Bedouin craftswomen from the area, providing them with employment by applying their traditional weaving skills to the manufacture of woven products such as rugs, wall hangings and cushions, involving the craftswomen in all stages of production, from the purchasing of the Awassi sheep wool to the spinning, dyeing and weaving process, using traditional methods on homemade ground looms. The workshop and the sales of the crafted items are self-managed by the Bedouin women, empowering them both personally and professionally while keeping their historical craft alive. Our collaboration with the Lakiya workshop began in our Fall-Winter 19’ collection as we incorporated their hand-woven tassels into our hoodies. For this season we’ve expanded our partnership and developed new items together such as jackets and trousers with woolen belts, as well as hand-woven patches on hoodies and jackets, often using the technique of garment-dye that is similar to the way in which the Bedouin women dye the wool for their rugs. We also worked with a knitting factory in Italy for the creation of a knitted vest and jumper that resemble the Lakiya rug weaving techniques. The color palette for this collection draws inspiration from the colors of the woven rugs that are prominent in the space of the workshop, consisting of earthy tones, deep maroon and olive green. The collection also includes Palestinian Tatreez embroidery and the Bedouin Manajel embroidery in symmetrical patterns that replicate the symmetry of the rugs.

SS'21
Al Majdal





For this season we expanded our DSM capsule collection, this time basing the entire collection on the Majdalawi Fabric and its heritage. The fabric originated from the Palestinian village of Al-Majdal Asqalan, and with the depopulation of the village under the Israeli occupation in 1948 - later becoming the Israeli city of Ashkelon - the ancient craft of Majdalawi began to disappear. This method of weaving is now practiced only through a cultural preservation project run by the Atfaluna Crafts organization in Gaza City. Due to the ongoing conflict between Israel and Hamas, the border between Israel and the Gaza Strip is entirely closed, resulting in the need to send the fabric through Egypt, Jordan, and the West bank before it can arrive at the **Adish**® studio in Tel Aviv (which is only an hour's drive away). The colour palette for the collection was inspired by the traditional Majdalawi colours, and we used the fabric extensively, including garments created entirely of it. The collection also features additional collaborations such as the Indian woodblock printing workshop where we created a Majdal-inspired striped fabric, as well as the Palestinian embroidery and Lakiya weaving initiative with whom we work continuously.

FW'20
DSM Exclusive Capsule Collection



For *Fall-Winter 20',* we created an exclusive capsule collection for Dover Street Market in London and Ginza as a preview to our "Al Majdal" collection coming up next season, debuting our year-long collaboration with a hand-weaving workshop in Gaza. The workshop specializes in the production of Majdalawi fabric, which originated in the Palestinian village of Al-Majdal and is one of the most ancient and famous fabrics from the Middle East along with Syrian Silk and Egyptian Cotton. The colour palette for the collection was inspired by the 2019 exhibition The Sea Beneath Our Eyes, created by Palestinian-American artist and **Adish®** partner Jordan Nassar for the Tel Aviv Center for Contemporary Art. In addition to our first time use of the Majdalawi fabric, we also worked with traditional Gaza embroideries such as the connective embroidery A'qide Gazeh, and continued our ongoing collaboration with the Bedouin weaving workshop in Lakiya.

SS'20
Red Moon Above Nuweiba





The inspiration for the **Adish®** *Spring-Summer 20'* collection stems from the Nuweiba Music Festival that took place in the Sinai Peninsula in 1978, during the years of the Israeli occupation that followed the Six Day War. With an attendance of 10,000 people and performances by some of Israel's biggest pop stars at the time, the festival came about during the advanced stages of the controversial peace treaty negotiations with Egypt, when it was already made clear that Sinai will soon be returned to Egypt rule. It was therefore organized as an informal good-bye party that celebrated the end of the occupation in Sinai and the beginning of hopeful peace between Israel and Egypt. The spirit of the Nuweiba Music Festival symbolizes a very different approach to territory withdrawal and disengagement than that which prevails today; it reminds us not only that these actions are possible, but that they can also take place within a positive, utopian and joyful mindset, and not only through militant aggression and violence. The SS20 collection draws inspiration from the atmosphere, the mood and the psychedelics of the era, the festival's graphics, and the unique desert aesthetic of Sinai; the texture and tones of the sandy mountains, the style of the local Bedouins, their traditional patterns and symbols and the sun's discoloration of the rugs and textiles.

FW'19
Sea of Sand





The **Adish**® *Fall-Winter 19'* collection draws its inspiration from the Middle East during the late 1800s and early 1900s, a time in which the countries of today did not exist. Once referred to as *Greater Syria* a large part of its inhabitants were Bedouin tribes, which dramatically changed upon the arrival of European colonialists in the region. This collection is inspired by the Bedouin's traditional garb as well as British military uniforms, re-imagining their first interactions and exchanges. Combining Eastern and Western style, the composition unfolds into wide pants and dresses with special attention paid to heavy embroidery and classic tailoring. With this collection, we aim to present an alternative story to the inception of the century-long tensions and conflicts that continue to disrupt the area.

SS'19
Area A





The inspiration behind the *Spring-Summer 19'* collection are Palestinian taxi drivers from the West Bank, who are also the literal driving force behind the brand's work process. The title of the collection, "Area A," refers to the part of the West bank that is supposed to be administered by the Palestinian Authority, and is surrounded by walls or heavily patrolled borders. Most of the people from "Area A" cannot leave or enter without receiving permission from the Israeli government, and the area can only be visited by people from "Area B"--a shared space between Israeli and Palestinian authorities--or from "Area C," which is completely controlled by Israel even though it's seen as part of Palestine. Therefore, in order to be an efficient taxi driver with access to all areas one has to be born in Area C. The taxi drivers don't wear a uniform and their look is traditionally nondescript, yet still somehow characterized and discernible. With this collection, we strive to raise this discourse of freedom and mobility and call this reality to the attention of the international community, while celebrating the look and feel of the taxi driver's lifestyle in Palestine.

SS'18
We Made You





Our very first collection was centered around and dedicated to the women with whom we collaborated on its production and manufacturing process - specifically the Palestinian embroiderers Najla from Beit Ummar and Nada from Dheisheh - whose stories deeply moved us and inspired us to have them represented and told through the collection. These are women who have endured many hardships and challenges under the occupation yet are still determined to push through, working tirelessly everyday towards creating a better future for their children and communities. They educated and introduced us to the embroideries and techniques that came from their homes, families and traditions, and we collaborated with them so that they could recreate and embroider them in the collection itself. This is highlighted by the rose embroidery prevalent in the collection, which is a pattern that has been passed down from generation to generation in Najla's family for over 120 years, and it was hand-embroidered onto the collection pieces by her and her family.

PROJECTS
المشـــاريع
פרוייקטים



P01
Gaza Medical Relief Fundraiser T-Shirt





https://hypebeast.com/2021/5/brain-dead-adish-online-ceramics-patta-cactus-plant-flea-market-more-fundraiser-t-shirt-for-gaza-release-info

During the war in Gaza in May 2021, we joined forces with a few of our friends to launch a fundraising T-shirt, with 100% of the profits donated to provide medical aid to Palestinians Gaza. The t-shirt was available for pre-order through our website, and in a one-week effort, we managed to raise 88,000$ for Medical Relief in Gaza.

P02
Up-Cycling





*Please note these collaborations are confidential and we would appreciate that this info won't be shared

We have developed an up-cycling program in which brands are sending us some dead-stock products and we customize them in our workshops with hand embroidery or weaving. We have launched the Up-cycling program in 2021 with two collaborations with Perks and Mini and for 2022 we are currently working on collaborations with Stephany Workers Club, Fred Perry, Noma Textile Design and a Third installment of our collection with PAM.

P03
Area A





https://london.doverstreetmarket.com/adishss19

The project was launched during Dover Street Market London 'Photo London' event In May 2019.

Area A is a multimedia project inspired by ADISH's SS19. It grew from the same seed as the designs: freedom of movement in Palestine. The project introduces faces, voices and places of the West Bank. As well as celebrating aspirational and creative young Palestinians, Area A explores ADISH's unique cross-border production.

POP-UP 2004
Dover Street Market Ginza

POP-UP 2005
Voo Store



STOCKISTS
مـــــــــخزون
קמעונאים

Online
- **Kith**
- **Mytheresa**
- **Mr. Porter**
- **SSENSE**

Asia
- **After-End**
  Hiroshima, Japan
- **Baby's All Right**
  Tokyo, Japan
- **Dover Street Market Ginza**
  Tokyo, Japan
- **Faar**
  Tokyo, Japan
- **IAMSHOP**
  Suwon-si, South Korea
- **Infaces**
  Toyama, Japan
- **Joyce**
  Hong Kong, Hong Kong
- **Kink**
  Nagoya, Japan
- **Memphis**
  Kumamoto, Japan
- **Non Flag**
  Odwara, Japan
- **Super A Market**
  Tokyo, Japan
- **Wism**
  Tokyo, Japan

Europe
- **Kith**
  Paris, France
- **Maison Operative**
  Bari, Italy
- **Printemps**
  Paris, France
- **Thomas I Punkt**
  Hamburg, Germany
- **Voo Store**
  Berlin, Germany

USA
- **Colbo**
  New York, USA
- **Dover Street Market Los Angeles**
  Los Angeles, USA
- **Dover Street Market New York**
  New York, USA
- **Kith**
  Los Angeles, USA
- **Kith**
  Miami, USA
- **Kith**
  New York, USA

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صحافة
עיתונות

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VOGUE BUSINESS

HYPEBEAST

SLEEK

HAARETZ

HIGHSNOBIETY

[VOUGE BUSINESS] [HYPEBEAST] [SLEEK] [HAARETZ] [HIGH SNOBIETY]

A letter from...



Petah Tikva

Mode sans frontières

Israeli-Palestinian streetwear brand ADISH is the ultimate joint venture. By Amit Luzon. Illustration by Jean-Philippe Delhomme

To say a fashion brand like ours is working towards peace, especially when it comes to a situation like the conflict between Palestine and Israel, might sound like a stretch. At best, it could sound like vague conceptual jargon and bring to mind hollow activist slogans on T-shirts; at worst, it could sound like a marketing ploy, using a tragic state of affairs as a way for a brand to make money.

So, what do we at ADISH actually do? When my partner Eyal Eliyahu and I founded the label, we were interested in a few basic things: fashion, street culture, and the traditional crafts of the Middle East that we'd seen growing up in Israel. This alone isn't extraordinary, even if fundamentally, an Israeli simply appreciating and valuing Palestinian craft can be taken as a sign of openness, a respect for the 'other side's' traditions, that shows a desire for understanding and acceptance – and for peace.

We began what would become ADISH by figuring out how we could take contemporary streetwear shapes and apply embroidery to them, in new and innovative designs hand-stitched by Palestinians. With the help of an NGO, we were able to start working with three Palestinian women who live in the West Bank, sampling and producing items featuring their handmade embroidery. With the development of the third collection, ADISH is now working with over 50 Palestinian women who hand-embroider elements onto the garments.

A project of this scope, across a heavily fortified border and into an occupied territory, comes with its own set of hurdles. As Israelis, Eyal and I cannot travel freely to the West Bank, while the embroiderers and other Palestinian members of ADISH cannot travel freely to Israel. The factory where clothing is cut and sewn is in Israel; another is in Palestine. Getting the materials back and forth across the checkpoints and barriers is a crazy logistical circus, mostly done by taxi.

On top of all that, both sides of our team are criticized and as ADISH continues and develops, we have, of course, had to address a series of hard questions. The Israelis are accused of stealing another culture; the Palestinians are accused of being traitors, working with the occupier; and so on. So we ask ourselves: are we taking advantage of these women? Are we appropriating and capitalizing on their culture? Are we normalizing the conflict?

It's become clear to us that what we are doing isn't easy, but we believe that that difficulty is actually proof that it is important. The idea that an item of clothing is made in both Israel and Palestine – and that it wouldn't exist without both places – is so exciting for us. We know that the women we work with are doing so voluntarily; they name the price for their work and are in control of their own production systems. We also work together creatively, and a number of the designs come from the women's own families, histories and traditions. They also have Palestinian representatives at the NGO who they can speak to at any time – and sometimes do, letting us know, for example, that a deadline is too soon. It's a relationship built upon mutual respect and of that we're confident.

As the brand develops and is carried in more stores around the world, such as Opening Ceremony, Slam Jam and Antonioli, the pressure on us all is certainly growing. The women are under more pressure to produce, and so their teams continue to grow. But this pressure also means that more and more Palestinians are earning real income from ADISH, while working at something they enjoy, of which they are proud, creating things they cherish. For us, the pressure comes from the fact that women are now relying on the work we give them, and so we have to do all we can to succeed and ensure they don't lose their income.

But back to the beginning: what are we at ADISH doing to work towards peace through fashion? The most important way is simply how ADISH shows Israelis that it's OK to embrace Palestinians, and vice versa. It shows both sides that there are many on both sides willing to do it and already doing it. It shows the world that the conflict is more complicated than simply two sides against each other, black and white. It shows the world that not every Israeli and Palestinian feels the same way. In a situation where there is so much violence and hatred, we feel that ADISH, born out of respect and compassion, understanding and exchange, is resisting division. We hope it is setting an example – and so by doing so, slowly moving towards peace.

From "System" Magazine, issue 12 - "Autumn Winter 2018", *January 19'*

STYLE SAMPLE 2021



#4
Maya Sarid[26]
Fashion Design Student, Digital Marketing Manager
Coat —— Noir Kei Ninomiya
Cardigan —— Vivienne Westwood
Pants —— Tres Tiv
Boots —— Ganni
Bag —— Alex Andra

「シェンカル工科デザイン大学で学ぶ傍ら〈アディッシュ〉のデザインやコレクションのコンサルタントも手掛けるマヤは、異なるシルエットの合わせ方がうまい」(アミット)。「このコートは彼が誰かと自分の将来への投資と、奮発して買ったって」(エヤル)



中綿の入ったバッグはファッション学生のブランド〈アレックス・アンドラ〉のもの。



#6
Dor Abu[20]
Skater, Model
Hoodie —— Adish
Pants —— Huf
Shoes —— Dc Shoes
Skateboard —— Polar Skate Co.

「ドーは僕らのレギュラーモデル。フーディは彼との初仕事記念にプレゼントしたんだ」(アミット)。「そのときのスタイリストPatrick Weldeに影響を受けて他のスケーターとは違う自分のスタイルを探すようになったそうだよ」(エヤル)



「テルアビブ美術館」に隣接する屋外パーク「Gold a Spot」がお気に入りのスケートスポット。



〈アディッシュ〉と製作したチャリティT、収益は国内のアラブ少数民族のための人権団体に寄付された。

#3
Addam Yekutieli[34]
Artist
T Shirt —— Adish × Know Hope
Jeans —— Levi's
Shoes —— Vans × Quasi
Cap —— Public Land Store
Watch —— Santa Cruz Skateboards

「Know Hope名義で活動するアーティストのアダムとは、コラボレーションアイテムも作る仲。TシャツとデニムVANSと、ブレずにシンプル&クラシックに徹しているところがいい」(アミット)。「実は僕、制作アシスタントをやってたこともあるんだ」(エヤル)



#5
Daniel Jackont[27]
Photographer
Sweater —— Adish
Pants —— Nili Lotan
Shoes —— Converse

「フォトグラファーのダニエルは型にはまらないスタイルが持ち味。ベドウィン族からインスパイアされたセーターに、イスラエル人デザイナーによるNYのウィメンズブランド(ニリ・ロタン)のパンツを選ぶあたりがさすが」(アミット)



〈アディッシュ〉のビジュアル撮影を手掛けてきたダニエル。愛用のカメラは〈Mamiya〉の「RZ 67」。



TEL AVIV

中東にはどんな若者がいるんだろう？
イスラエル第2の都市テルアビブで
活動するブランド〈ADISH〉の
デザイナー二人が仲間たちを紹介！

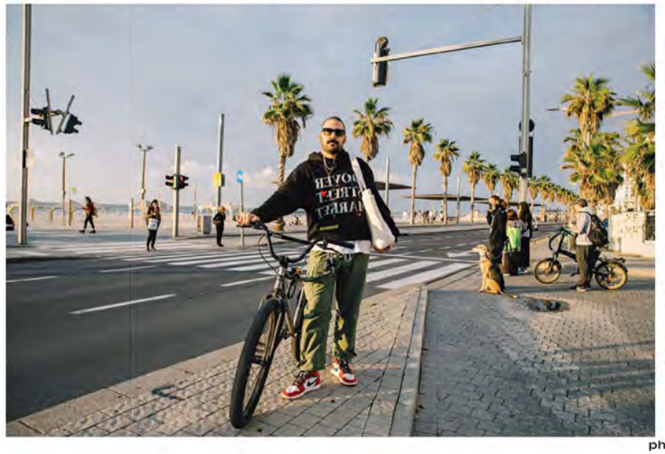
INTRODUCED BY
Amit Luzon[27] **& Eyal Eliyahu**[27]
<ADISH> Designer

Hoodie —— Adish
Pants —— Comme des Garçons Shirt
Necklace —— gift from Grandmother
T Shirt —— Adish
Pants —— Dickies Construct
Shoes —— Vans × Julian Klincewicz

アミット・ルゾン(左)　エヤル・エリヤフ(右)｜共に1993年、テルアビブ生まれ。二人は15歳の頃からの親友。パレスチナの刺繍職人との出会いを経て、2018年に〈アディッシュ〉を始動。アミットはテニス、エヤルはスケートが趣味。

上／刺繍はパレスチナの女性によるもの。家族代々柄を受け継ぐのだそう。下／エヤルのペンダントは祖母から。チャームにはヘブライ語で「Hai」(Live)というメッセージが。

「テルアビブは365日ノンストップな街。目まぐるしく変化するその一方、歴史も残されている、独特のバランス感がある。なんてことないストリートにバウハウス建築が佇んでたりね。再開発が進む今、"新"と"旧"のごちゃ混ぜ加減が絶妙で、面白いことになってるよ」(アミット)。「街並みも人もひとクセある、"Ugly-hot"な感じがたまらない。クリエイティブなヤツらもわんさか。なかでも僕らのブランドに携わる"ファミリー"は最高にクール！」(エヤル)



#2
Amit Re'em[26]
Brand consultant, Photographer, DJ
Hoodie —— Adish for Dover Street Market
Pants —— Junya Watanabe Man
Shoes —— Nike
Bag —— CDG × Stüssy
Bike —— Cult

「写真やデザインなど多方面で才能を発揮するクリエイター。人脈もハンパないから頼りにしてる」(エヤル)。「オーバーサイズTと日本のブランドのミックスがトレードマーク。LAの〈UNION〉のクリス・ギブスに影響を受けているようだ」(アミット)



エルサレムビーチ沿いは日差しが強いから(L'Art de L'Automobile)のキャップは必携。



#1
Shay Lee Nissim[31]
Stylist
Jacket —— Adish
Pants —— Adish
Shoes —— Marni
Bag —— Calvin Klein
Earrings —— Ruby Star

「シェイリーには〈アディッシュ〉のルックも手伝ってもらっている。メンズとレディスの垣根を越えたスタイリングが持ち味」(アミット)。「中東テイストの取り入れ方もうまい。今日はイスラエルブランドのジュエリーを合わせてるね」(エヤル)



フリンジのベルトはベドウィン族の伝統的なスタイル。〈アディッシュ〉のワークショップで作った。

TAKE SNAPS OF CITY BOYS IN YOUR NEIGHBORHOOD

photo: Orit Pnini　text: Hiroko Yabuki　coordination: Amit Luzon, Eyal Eliyahu

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2022

