4NML



BRAND & IMPACT DOSSIER

4NML AT A GLANCE



- 4NML = “For Animal”
- Founded by Anya Oleynik on May 30, 2025
- Launched first collection on May 1, 2026
- Headquarters in Baltimore, MD
- Made to order in Bucharest, Romania, in partnership with the Vidin Was Taken atelier
- Men’s, women’s, and unisex apparel and accessories, along with pet pieces
- No animal-derived materials ever
- At least 50% of profits allocated to animal charity sponsorships, permanently



4NML was created from the belief that fashion can carry meaning beyond the person wearing it. Through exceptional design and craftsmanship, the brand aims to create lasting support for animals. That same sense of care shapes every piece, from the materials and construction to the brand's broader respect for people and the environment. At its core, 4NML asks a different question of luxury: not only what an object says about its owner, but what it can do beyond them.

ORIGINS



Anya Oleynik, 4NML founder, and True, rescue dog adopted from Philly Rescue Angels.

The idea for 4NML took shape from a contradiction. Founder Anya Oleynik spent years supporting animal rescues and sponsoring individual animals, while watching the global luxury industry generate extraordinary wealth within systems that offered little benefit to animals and, in many cases, depended on their use. She began to imagine what that same commercial power could accomplish if it were directed differently: toward the small rescues and sanctuaries doing urgent work every day, often with very limited resources.

Anya’s background spans biology, psychology, business, and finance, along with experience in fashion modeling. 4NML brings those disciplines together in a fashion house conceived not only around what it creates, but where the value it creates ultimately goes. The ambition is long-term: to build something capable of generating significant cultural and financial value, then use that success to give animals and the people protecting and caring for them resources on a scale they rarely receive.





Left: Models Joseph and Ivy pose in 4NML garments.

Right: Rescued foxes Shantiaka Princess Buttercup and Inigo reside at Fox Tales Florida sanctuary.

PRIMALIS

THE FIRST COLLECTION

PRIMALIS evokes our shared history with animals, while the collection traces the origin story of 4NML: a movement from innocence to awareness, and from awareness to action. It unfolds through four states, each expressed through its own materials, forms, and visual language.

THE INNER WORLD
Fantasy, innocence, and childhood imagination, expressed through the collection's brightest colors and most playful pieces.

THE FRUIT
Knowledge and awareness, represented by AppleSkin™. The material contains a paradox: knowledge leads us to reject the wearing of animal skin, yet here knowledge itself becomes the "skin" we wear.

THE LIVING WORLD
A return to animals and nature, marked by animal silhouettes and forms printed on cotton pieces or appearing as embroidered patches throughout the collection.

THE WORK
Awareness put into action, expressed through structured silhouettes and raw denim: construction, discipline, and the work of protecting animals.

The states overlap throughout the collection, with cotton, AppleSkin and denim appearing together in different combinations, allowing innocence, knowledge, connection, and action to exist within the same piece.


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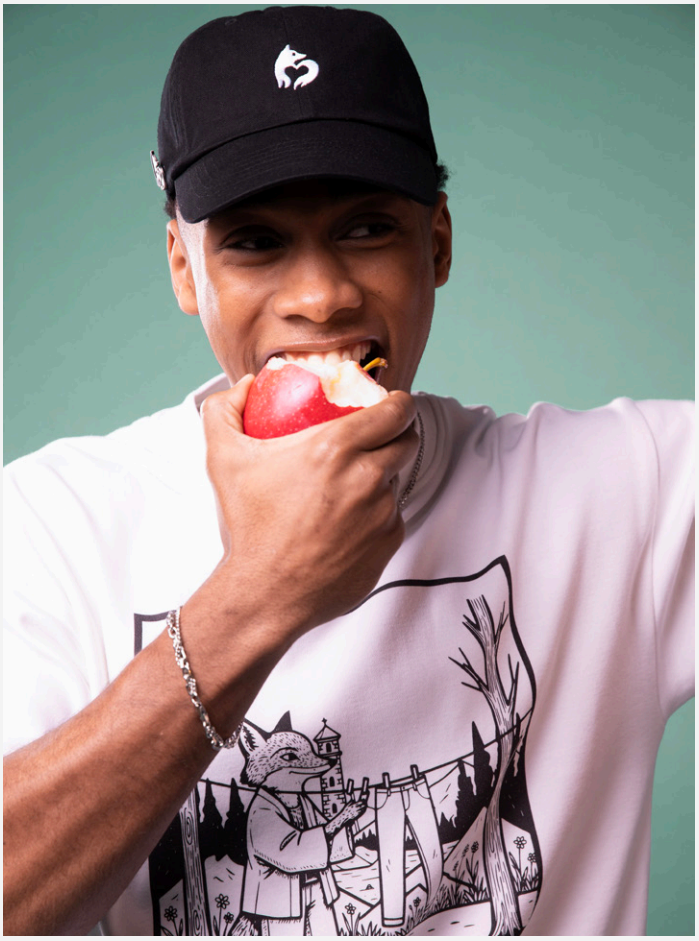

NML


NML
FOR ANIMALS, FOREVER.












FOR ANIMALS, FOREVER.





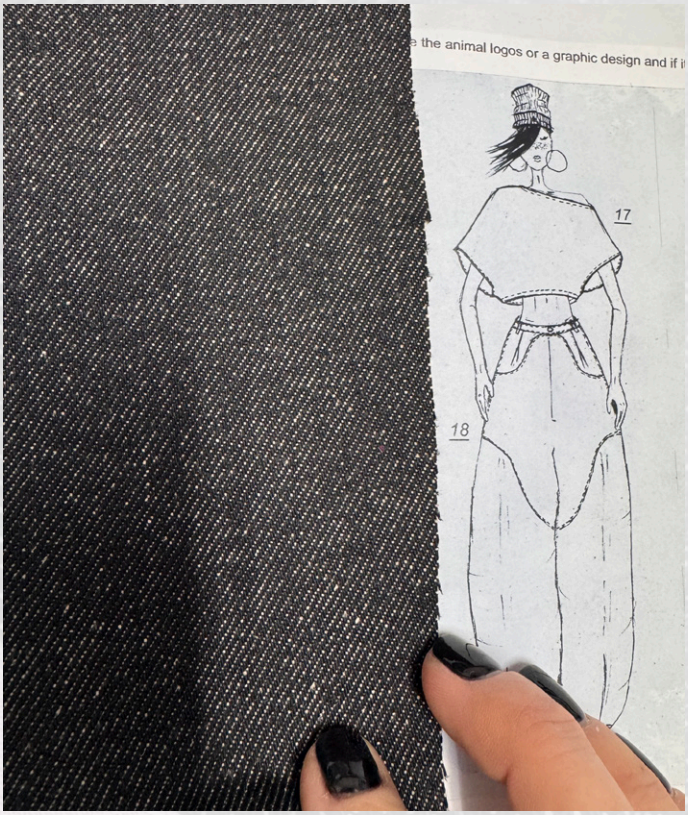


THE ATELIER



4NML is produced in close partnership with **Vidin Was Taken**, an independent fashion design atelier in Bucharest, Romania. The relationship is grounded in a shared respect for craftsmanship, responsible production, and the people behind every garment.

Working with a small atelier allows each piece to develop through a close exchange of ideas, materials, technique, and attention to detail. For both 4NML and VWT, how something is made matters as much as the finished result.





"Cheap doesn't always mean 'good'! We firmly believe that you cannot build something good on the unhappiness of others!"

- Vidin Was Taken

MADE TO ORDER

4NML pieces are made to order in small numbers, allowing production to remain deliberate and avoiding unnecessary inventory and overproduction.

The model gives greater attention to materials, fit, and construction while reflecting a broader philosophy of restraint, longevity, and respect for the people, environment, and resources connected to every piece.







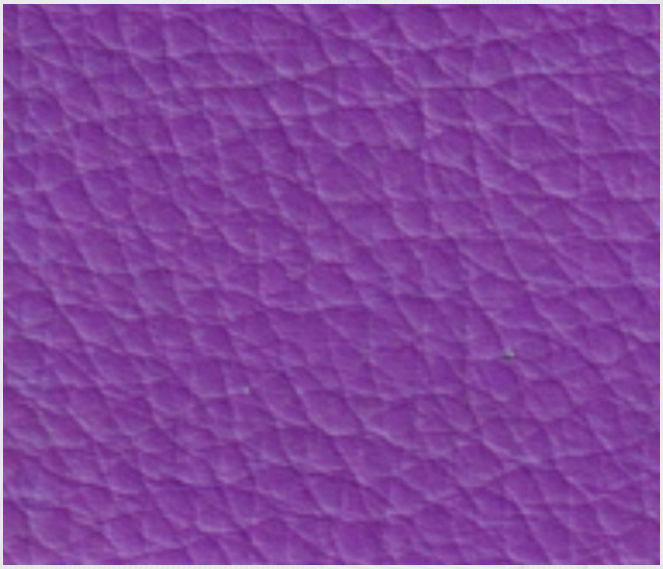
Made in small numbers.

Made with care.

Made with purpose.

MATERIALS

Materials are chosen for the way they look, feel, perform, and endure. Across the collection, 4NML pairs carefully selected alternatives to animal-derived materials with natural fibers chosen for quality and longevity. Polyester is used only where specific performance properties are necessary, such as water resistance, durability, or technical function.



APPLESKIN™

AppleSkin™ gives 4NML a material language of its own. Used across the collection in five colorways, its leather-like surface allows structure, texture, and finish without the use of animal skin. Within PRIMALIS, it also carries a deeper meaning: the apple becomes a symbol of knowledge, transformed into the “skin” we choose to wear.



CANDIANI® RAW DENIM

Our raw denim is produced by Candiani in Italy and appears in two shades: Indigo and Carbon. Its weight, structure, and unfinished character allow the material to change with wear, revealing its story over time. Denim forms the foundation of some of our most structured pieces and represents The Work: action made physical.



ORGANIC COTTON

Chosen for its softness, substance, and natural feel. Organic cotton is grown with greater consideration for soil, water, and surrounding ecosystems, making it well suited to pieces designed for comfort, longevity, and frequent wear. Used in our hoodies and sweats.



SUPIMA® COTTON

Supima® is an extra-long staple cotton prized for its exceptionally smooth hand, strength, and color retention. We use it in our T-shirts, where a finer, more refined cotton is called for, creating pieces that feel exceptionally soft and comfortable against the skin.



BCI COTTON

Sourced through the Better Cotton Initiative, this cotton supports more responsible practices across cotton production. We use it for structured workwear-inspired pieces where durability, comfort, and practicality are central to the design.

THE IMPACT MODEL

Impact is at the heart of 4NML. We operate with purpose, transparency, and an unwavering commitment to animals.



AT LEAST 50% OF PROFITS SUPPORT ANIMAL CHARITIES

A minimum of 50% of profits is allocated to vetted, registered animal rescues and sanctuaries making a meaningful impact in the lives of animals.



SUPPORT BEGAN BEFORE PROFITABILITY

Our commitment to animals began before 4NML was established. We believed in the mission first, and built the business around it.



ANIMALS AS BENEFICIARIES

A minimum of 50% of profits is allocated to vetted, registered animal rescues and sanctuaries making a meaningful impact in the lives of animals.

We believe luxury and compassion can, and should, exist together. We look forward to sponsoring more charities as we grow.

CHARITIES SUPPORTED

We are proud to support incredible organizations making a real difference for animals and caring for them every day.



BALTIMORE HUMANE SOCIETY

REISTERSTOWN, MD



PHILLY RESCUE ANGELS

PHILADELPHIA, PA



FOX TALES FLORIDA

SPRING HILL, FL



RALPHIES RESCUES

LOS ANGELES, CA



FOXES JOURNEY SANCTUARY

HOWELL, MI



SAVEAFOX RESCUE

FARIBAULT, MN



PAWSITIVE BEGINNINGS

KEY LARGO, FL



WALKING WILD RESCUE

NEWARK, OH

BALTIMORE HUMANE SOCIETY





REISTERSTOWN, MD

@BMOREHUMANE

THEIR WORK

BHS's work extends far beyond adoption. Its Reisterstown campus includes an animal shelter, low-cost spay/neuter and wellness clinic, foster and behavior programs, a food bank, pet memorial park, and hundreds of acres preserved as wildlife sanctuary. Since 2008, BHS has maintained a policy of not euthanizing animals because of time or space constraints; its reported 2025 live-release rate was 99.01%.

4NML SUPPORT

4NML supports Baltimore Humane Society's broader work caring for homeless animals, including the medical treatment, shelter, enrichment, and daily care required while animals wait for homes.

A NOTE FROM ANYA

I volunteered with Baltimore Humane Society for years and have always been struck by how organized and responsible the operation is. Volunteers sign up for scheduled shifts, and before working directly with the animals, they complete training so they understand how to handle, socialize, and care for them properly. That structure creates a sense of trust: everyone knows what they are there to do, and the animals' welfare comes first.

FOX TALES FLORIDA





SPRING HILL, FL

@FOXTALESFLORIDA

THEIR WORK

Fox Tales Florida was created to provide permanent homes for captive-bred, non-releasable foxes, particularly pet surrenders and foxes rescued from fur farms. Its four-acre property gives the foxes space for digging, running, playing, exploring, resting in the grass, and living alongside compatible fox companions.

4NML SUPPORT

4NML sponsors Bella, a red fox who arrived as a pet surrender when her previous owner had to move to a state where fox ownership was prohibited. Bella is confident with visitors, shares her space with Pixie, and has developed a particular appreciation for certain foods.

A NOTE FROM ANYA

What I love most about watching Fox Tales is seeing the foxes running together through the large yard, chasing one another, digging, and appearing immediately when treats are involved. Bella's funny, confident personality is part of why I love sponsoring her. Those ordinary moments of play are also the point of sanctuary: giving an animal enough safety and space for life to become ordinary again.

FOXES JOURNEY SANCTUARY





HOWELL, MI

@FOXESJOURNEYSANCTUARY

THEIR WORK

Foxes Journey Sanctuary gives captive-bred foxes from fur farms, pet surrenders, and other situations a permanent home designed for their needs. Alongside lifelong care, the sanctuary places a strong emphasis on education, especially around the misconception that a fox's playful or familiar behavior makes it a domesticated pet. Its work is built around giving each fox space, enrichment, and security.

4NML SUPPORT

4NML sponsors Nova, Beans, and Emma, helping provide the food, veterinary care, enrichment, and habitat maintenance that lifelong sanctuary requires.

A NOTE FROM ANYA

I have visited Foxes Journey several times and had the privilege of helping with the ordinary work that keeps the sanctuary running. I will never forget watching Jenny, pregnant with her third child, carry 100-pound horse mats to prepare an enclosure for foxes being surrendered that very day. It was a small glimpse of how much physical work, urgency, and genuine care exist behind every animal given a safe place to land.

PAWSITIVE BEGINNINGS





KEY LARGO, FL

@PAWSITIVE_BEGINNINGS_INC

THEIR WORK

Pawsitive Beginnings is a permanent sanctuary for foxes rescued from the fur trade. The sanctuary provides specialized daily care while also using the foxes' stories to educate people about the fur trade and the realities of captive-bred foxes. Its work extends into an animal-assisted healing program built around connection and stories of survival. The sanctuary has also found a voice for education through Reef's Report, a recurring Keys Weekly column told from the perspective of Reef, one of its rescued foxes.

4NML SUPPORT

4NML sponsors Reef, helping support the food, habitat care, enrichment, medical attention, and permanent sanctuary that make his life after the fur farm possible.

A NOTE FROM ANYA

One of my favorite things about Pawsitive Beginnings is Reef's Report. Nicole shares sanctuary life through Reef's voice with humor and personality, but the stories always bring you back to why the sanctuary exists. Because Reef is the fox 4NML sponsors, following his reports makes the relationship feel especially meaningful.

PHILLY RESCUE ANGELS





PHILADELPHIA, PA

@PHILLYRESCUEANGELS

THEIR WORK

Much of PRA's work begins with a deadline. The rescue regularly works with animals at ACCT Philly, securing foster homes for dogs and cats before their time runs out. The rescue supplies fosters with resources and covers veterinary care, allowing a temporary home to become the bridge between a shelter and a permanent family. Their work extends to difficult cases such as Lucky, a dog rescued after surviving for days on SEPTA tracks and later receiving spinal surgery.

4NML SUPPORT

4NML supports PRA's rescue work, helping an organization whose ability to save another animal often depends on having the resources and foster placement available at exactly the right moment.

A NOTE FROM ANYA

True, our Chorkie mix, came to us through Philly Rescue Angels. They saved him, placed him in foster care, and ultimately brought him into our lives. When I see their urgent posts for dogs and cats at ACCT Philly, I know that behind each one is the possibility of another story like True's: an animal being saved from euthanasia and becoming someone's family.

RALPHIES RESCUES





LOS ANGELES, CA

@RALPHIESRESCUES

THEIR WORK

Ralphies Rescues focuses on cats who are especially easy to overlook: feral, abandoned, injured, medically fragile, and traumatized animals. Its work includes TNR, emergency veterinary treatment, rehabilitation, foster care, behavioral support, and, when possible, placement into permanent homes. The rescue was created in memory of a cat named Ralphie and specializes particularly in helping feral cats that may require patience long after the initial rescue.

4NML SUPPORT

4NML supports Ralphies in its direct rescue work, where funding can become veterinary treatment, medications, food, trapping and transport, or the time an animal needs to recover safely. Ralphies operates under fiscal sponsorship of the Edward Charles Foundation.

A NOTE FROM ANYA

I knew of Chelsea's rescue work before Ralphies Rescues had a name, having met her through a longtime friend. Ralphie, the first cat she saved, became its namesake after his passing. Knowing where the organization began makes it especially meaningful to see one relationship grow into work that now reaches so many other cats.

SAVEAFOX RESCUE





FARIBAULT, MN

@SAVEAFOX_RESCUE

THEIR WORK

Founded by Mikayla Raines in 2017, SaveAFox rescues captive-born foxes from fur farms, pet surrenders, and illegal ownership situations. The rescue provides veterinary care, socialization, and long-term homes for animals who cannot be released into the wild. What began in Minnesota later expanded to Florida, creating more space for foxes in need. Today, Ethan Frankamp continues the work Mikayla began.

4NML SUPPORT

4NML sponsors Mufasa, a captive-bred caramel fox who was found wandering injured in northern Minnesota. SaveAFox gave him the specialized care he needed, including surgery to amputate his injured leg. Today, Mufasa has a permanent home at the sanctuary, where our sponsorship helps support his ongoing care.

A NOTE FROM ANYA

I admired Mikayla's work for years and often heard about her through other fox rescues. She helped shape a community where sanctuaries worked together to find safe placements for foxes in need. I always hoped to meet her and am deeply sorry I never had the chance. I'm grateful that Ethan continues her work rescuing foxes.

WALKING WILD RESCUE





NEWARK, OH

@WALKINGWILDRESCUE

THEIR WORK

Walking Wild provides specialized sanctuary for captive-bred foxes and other canids whose needs cannot be met in ordinary homes. Its 14,000-plus-square-foot indoor/outdoor facility cares for red, Arctic, gray, and fennec foxes, along with wolfdogs and coyotes, with climate-controlled spaces, species-appropriate enrichment, specialized diets, medical care, and permanent sanctuary.

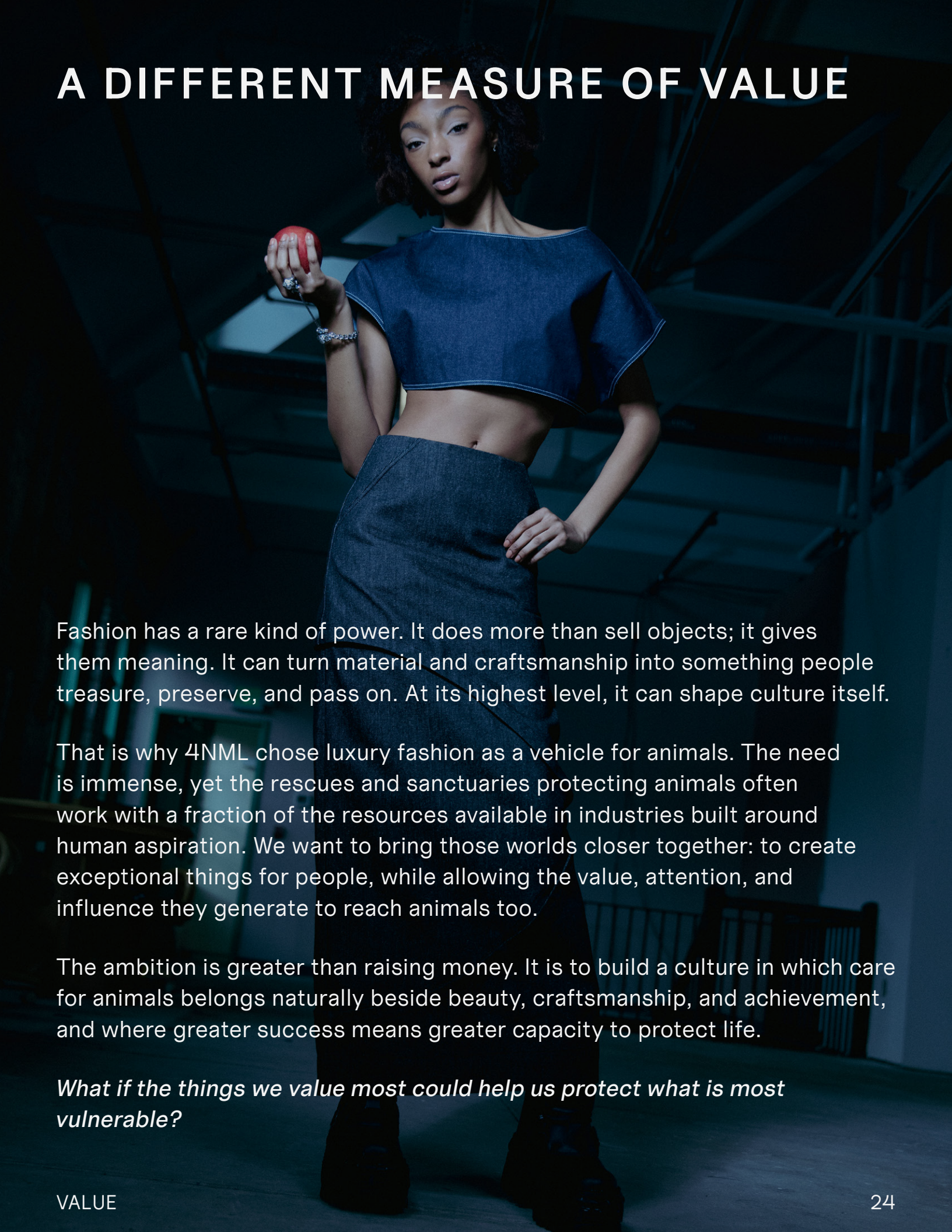
4NML SUPPORT

4NML sponsors Jiminy, a fox who came to Walking Wild after being beaten, abused, and starved. His history has made him exceptionally shy, and his recovery is measured not by forcing closeness, but by giving him the security and time to understand that he is finally safe.

A NOTE FROM ANYA

Jiminy makes this sponsorship especially meaningful to me. After an abusive past, his progress is quiet and gradual. I love watching him slowly learn that food will keep coming, no one is going to hurt him, and he is finally safe.

A DIFFERENT MEASURE OF VALUE



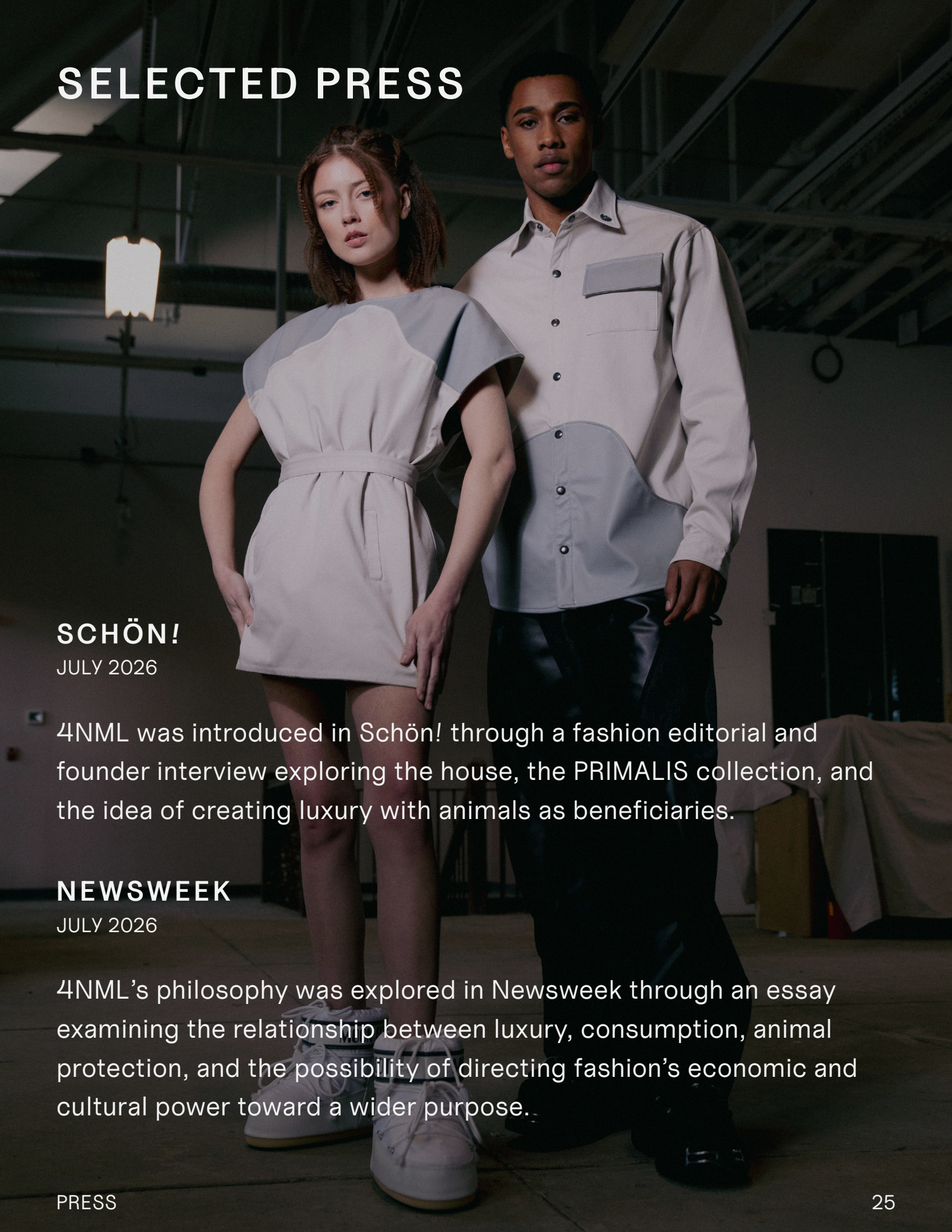
Fashion has a rare kind of power. It does more than sell objects; it gives them meaning. It can turn material and craftsmanship into something people treasure, preserve, and pass on. At its highest level, it can shape culture itself.

That is why 4NML chose luxury fashion as a vehicle for animals. The need is immense, yet the rescues and sanctuaries protecting animals often work with a fraction of the resources available in industries built around human aspiration. We want to bring those worlds closer together: to create exceptional things for people, while allowing the value, attention, and influence they generate to reach animals too.

The ambition is greater than raising money. It is to build a culture in which care for animals belongs naturally beside beauty, craftsmanship, and achievement, and where greater success means greater capacity to protect life.

What if the things we value most could help us protect what is most vulnerable?

SELECTED PRESS



SCHÖN!

JULY 2026

4NML was introduced in Schön! through a fashion editorial and founder interview exploring the house, the PRIMALIS collection, and the idea of creating luxury with animals as beneficiaries.

NEWSWEEK

JULY 2026

4NML's philosophy was explored in Newsweek through an essay examining the relationship between luxury, consumption, animal protection, and the possibility of directing fashion's economic and cultural power toward a wider purpose.

EDITORIAL DIRECTIONS

- Animals as beneficiaries of a fashion house
- What changes when animals are built into the purpose and economics of a brand?
- A different measure of luxury
- Can craftsmanship, beauty, and cultural value create something meaningful beyond ownership?
- The symbolism of PRIMALIS
- A collection moving from innocence to knowledge, reconnection, and action.
- Fashion as a vehicle for animal protection
- Why 4NML chose a culturally influential, high-value industry to generate resources and attention for animals.
- Made with intention
- Made-to-order production, close atelier collaboration, and an approach to clothing designed around longevity rather than constant replacement.

CONTACT



4NML

For Animals, Forever.

PRESS

Anya Oleynik | anya@4nml.com

GENERAL INQUIRIES

hello@4nml.com

WEBSITE

4NML.com

INSTAGRAM / SOCIALS

@4nmlhaus

High-resolution campaign and product imagery, founder and charity images, atelier images, logos, and additional brand assets are available upon request.