PRESS KIT 2026

4NML

For animals. Forever.





BRAND BRIEF

For those who want more from luxury.

Founded by Anya Oleynik
Made to order in Romania
Atelier construction
Animal-free material innovation

4NML, pronounced “For Animal,” is a luxury streetwear house built around animal-free materials, made-to-order production, and atelier construction in Romania.

The first collection, Primalis, introduces a wardrobe of raw denim, organic cotton, and Vegatex AppleSkin: a leather alternative made with upcycled apple waste and developed for structure, finish, and wear.

4NML is made for people who love fashion, but want the object to carry more than a name. More intention. More material intelligence. More care in how it is made and what it refuses to take.

At least half of profits are committed to structured charity sponsorships supporting animal welfare. For 4NML, luxury is not reduced by ethics. It becomes more complete.

Luxury that carries more than a name.

For decades, luxury has been built around familiar signals: heritage, rarity, access, and materials that became symbols of status.

4NML offers another proposition. The value of an object can come from its design, construction, material intelligence, and the care built into its existence.

The brand is not asking people to give up beauty, edge, status, or craft. It is asking luxury to become more honest about what makes something worth wanting.

Not less luxury.
More truth inside it.



FOUNDER

Anya Oleynik

Anya Oleynik founded 4NML after years in fashion and a turning point in animal rescue work. Time spent helping vulnerable animals changed the way she saw the industry and deepened her belief that luxury could be designed differently.

Her background spans modeling, biology, clinical psychology, business, and quantitative finance. 4NML grew from the meeting point of those worlds: visual discipline, analytical rigor, and a desire to build something with real value behind it.

The brand was created to show that fashion can carry edge, craft, and status without relying on animals as materials. At least half of profits support structured animal charity sponsorships. 4NML was created for animals, not from them.

BACKGROUND

Fashion Modeling
Animal rescue work
B.S. Biology
M.S. Clinical Psychology
M.B.A.
M.S. Quantitative Finance

“Once I began seeing animals clearly, I could not keep seeing fashion the same way.”



PRIMALIS

The first language of the house.

Primalis is the first 4NML collection: the origin point of the house, where raw denim, organic cotton, and Vegatex AppleSkin become its first material vocabulary.

The collection moves through sharp denim, oversized cotton, leather-like AppleSkin panels, and silhouettes that shift between streetwear, utility, and old-world polish.

Animal references appear through proportion, paneling, embroidery, and form. They are treated as structure and instinct, not costume.

The next luxury is material intelligence.

4NML does not treat materials as neutral. Every surface carries a decision: what the garment uses, what it refuses, and what kind of value it asks the wearer to recognize.



CANDIANI RAW DENIM

Structure, longevity, and traceable innovation. Candiani reports recycling 100% of its production cotton waste, and has documented denim technologies reducing water use by up to 75% and chemical use by up to 65% in a specific production-and-washing case.

Source: Candiani Denim sustainability and Indigo Juice® / Kitotex® case data.



VEGATEX APPLESKIN

A leather alternative made from upcycled apple juice industry waste. Vegatex states AppleSkin is USDA Certified 66% biobased and PETA-certified vegan, giving 4NML structure and surface with a lower impact than either animal skin or a fully petroleum-based synthetic leather.

Source: Vegatex AppleSkin.



ORGANIC COTTON

Soft, breathable, and lower-impact than conventional cotton systems. A Textile Exchange LCA summary cited by GOTS found organic cotton had 46% lower global warming potential, 91% lower blue water consumption, and 62% lower primary energy demand than conventional cotton.

Source: GOTS summary of Textile Exchange organic cotton LCA.

The future of luxury is not only what a material resembles. It is what the material makes unnecessary.

Made when chosen. Shaped for its wearer.



Made-to-order is a more considered relationship between garment and wearer. Each 4NML piece is crafted after purchase, allowing the house to avoid excess inventory while giving the garment the attention its construction requires.

Before production begins, every customer may request a fit review. Measurements, height, proportions, length, and inseam may be considered so the piece is shaped with the wearer in mind. Material and color options may also be reviewed where they preserve the integrity of the design.

The result is more deliberate and closer to the standard of a house than a warehouse.



Chosen
Reviewed
Cut and sewn in Romania
Packed for its wearer

The garment is not waiting for a buyer. It begins with one.

Profit is power. 4NML gives it back to animals.

Most companies are structured to maximize value for owners and shareholders. 4NML was built around a different use of profit: redirecting value back toward animals through structured charity sponsorships.

At least half of profits are committed to animal welfare organizations through a Qualified Sponsorship Payment model. The support is not framed as a customer donation, a purchase-based campaign, or a sales promotion. 4NML commits its own profits.

For 4NML, profit is not the final measure of success. It is the force that allows the business to return value to the lives for whom the house was created.

4NML is a for-profit brand. Purchases are not tax-deductible. Sponsorship support is made by 4NML and documented separately from customer purchases.



Hank and Jolene at Foxes Journey Sanctuary

QUALIFIED SPONSORSHIP PAYMENT MODEL

4NML structures support as sponsorship, not as a customer-facing donation campaign. Payments are not advertised as tied to individual purchases, product sales, or discount codes.

The animal is not the symbol.
The animal is the stakeholder.



Inspired by the apple core: origin, knowledge, and the center from which power unfolds.



PRODUCT SPOTLIGHT

Core Jacket

Carbon Candiani raw denim
Deep Lavender Vegatex AppleSkin
Organic cotton lining
Oversized unisex silhouette
Made to order in Romania

The Core Jacket stands at the center of Primalis.

Cut in carbon Candiani raw denim, the body holds weight and structure while AppleSkin sleeves and embroidered emblems extend outward from the chest. The garment carries the house's clearest visual code: raw denim, plant-based surface, animal mark, and architectural volume.

With time, the denim softens and settles into its wearer. The structure remains.



PRODUCT SPOTLIGHT

Dovetail Dress

Indigo Candiani raw denim
Purple Dove Vegatex AppleSkin
Lace-up front panel
Oversized shirt-dress silhouette
Made to order in Romania

The Dovetail Dress brings raw denim and AppleSkin into tension.

A lace-up front panel cuts through the relaxed shirt-dress shape, pulling softness and structure into the same frame. The piece is built around contrast: open and held, loose and shaped, familiar and interrupted.

Its name refers to dovetail joinery, where separate elements are cut precisely to hold together through form. In Primalis, that idea becomes a garment: denim and AppleSkin joined by pressure, proportion, and restraint.



Inspired by dovetail joinery: separate forms made stronger by the way they meet.





PRODUCT SPOTLIGHT

Blue Collar Vest

A refined workwear vest shaped by material contrast and quiet utility.

The Blue Collar Vest draws from workwear as a language of function and construction. Its name points to the hands behind every garment: the pattern, cut, stitch, and finish.

Cut in a baby blue organic cotton twill with a Stone Blue Vegatex AppleSkin collar and back panel, the piece brings utility into a quieter luxury register with the same intention as the house's most visible pieces.



Different registers of the same intention.

Primalis was built to be entered from different doors. Some pieces are sculptural and immediately visible. Others move with restraint, utility, or ease. Across every register, the same ideas remain: animal-free material innovation, made-to-order construction, and luxury with something real behind it.



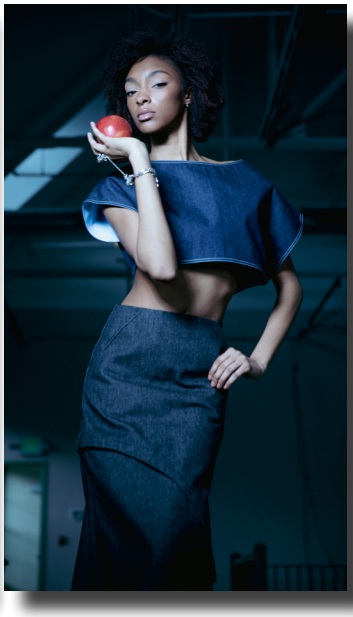
STATEMENT

Sculptural denim, saturated AppleSkin, animal-coded panels, and silhouettes built for visibility.



REFINED

Workwear codes, shirting, utility, and quieter pieces shaped for a more restrained wardrobe.



DENIM

Denim-only pieces show the house language beyond one material contrast: proportion, structure, and cut.



EVERYDAY

Hoodies, sweats, and cotton layers bring the same material intelligence into comfort, movement, and repetition.

Primalis gives the house more than one voice. Statement, refinement, denim, and ease become different expressions of the same standard.

4NML at a glance.

4NML, pronounced “For Animal,” is a luxury streetwear house created for animals, not from them.

The brand brings together animal-free material innovation, made-to-order production, atelier construction in Romania, and structured animal charity sponsorships.

4NML is not asking fashion to become less desirable. It is asking luxury to carry more truth inside the object.

Created for animals, not from them.

BRAND
4NML

MEANING
For Animal

FOUNDER
Anya Oleynik

CATEGORY
Animal-free luxury streetwear

FIRST COLLECTION
Primalis

PRODUCTION
Made to order

ATELIER
Romania

MATERIALS
Candiani raw denim
Vegatex AppleSkin
Organic, BCI, and Supima cotton

IMPACT
At least half of profits committed to structured animal charity sponsorships through a Qualified Sponsorship Payment model

PRESS
hello@4nml.com

WEBSITE
4nml.com

SOCIALS
@4nmlhaus

For animals. Forever.

PRESS INQUIRIES

hello@4nml.com

WEBSITE

4nml.com

SOCIALS

@4nmlhaus

Images, product information, and interviews available upon request.