

ONURI

Honor. Kept.

SEASON 01 · UNISEX HEAVYWEIGHT

TEE · HOOD · CREW

ONURI

Honor. Kept.

In Sicilian, onuri means honor — the name a person keeps. It is older than fashion language: dignity, a given word, work done properly.

For this house the word is the standard. Onuri stands for a commitment to premium quality and hand-finished craft. Nothing loud. Nothing leftover. Cloth heavy enough to last, cut to be worn by anyone, marked only with the name.

The proverb on the back of every tag is the brief in one line.

L'onuri è di cui si lu fa.

Honor belongs to those who make it.



HANGTAG FRONT



HANGTAG BACK

Three pieces.

A unisex block. Heavy cotton. Tone-on-tone center-chest embroidery, one hundred to one hundred twenty millimetres wide. Empty back.

**HEAVY TEE**

ON-TEE · 220–240gsm jersey

**HOOD**

ON-HOOD · 450–500gsm fleece

**CREW**

ON-CREW · 400–450gsm fleece



SOOT TEE, WORN



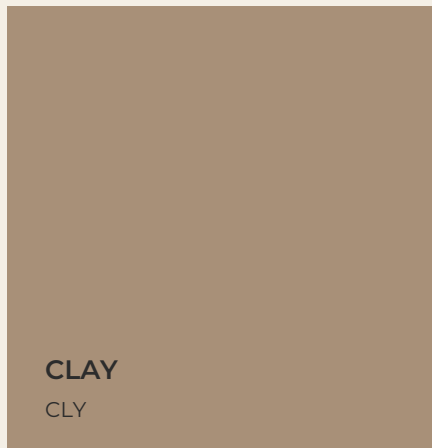
SOOT CREW, WORN

Three grounds.

Approved under daylight and store light. Thread sits one step lighter on Parchment and Clay, one step darker on Soot.



Warm ivory. Not optical white. The quietest ground in the line.



Dry taupe. Earth, not pink beige. The color of sunned stone.



Soft charcoal. Not jet black. Smoke rather than ink.



PARCHMENT TEE



CLAY HOOD



SOOT TEE

Unisex, XS–XXL.

Measurements are garment, laid flat, in inches. Chest is pit to pit. Length is high-point shoulder to hem. Size M is the fit proto.

HEAVY TEE · ON-TEE

POINT	XS	S	M	L	XL	XXL
Chest	20	21.5	23	24.5	26	27.5
Length	26	27	28	29	30	31
Shoulder	18.5	19.5	20.5	21.5	22.5	23.5
Sleeve	8.0	8.25	8.5	8.75	9.0	9.25

HOOD · ON-HOOD / CREW · ON-CREW

POINT	XS	S	M	L	XL	XXL
Chest	21	22.5	24	25.5	27	28.5
Length	26	27	28	29	30	31
Shoulder	19.5	20.5	21.5	22.5	23.5	24.5
Sleeve	23.5	24	24.5	25	25.5	26

SKU

ON-[STYLE]-[COLOR]-[SIZE] Example: ON-TEE-PAR-M · ON-HOOD-CLY-L · ON-CREW-SOT-XL

54 SKUs in Season 01. Three styles. Three colors. Six sizes.

Made to be kept.

The mark is geometric caps, tone on tone, raised embroidery. The neck carries the same two words as the face of the tag. Care and size live on a separate side-seam label so the collar stays clean.

Onuri is not a print drop. It is a standard: heavy cloth, a quiet name, and finishing you can feel at the neck.

WORDMARK	Geometric modern sans, all caps.
CHEST MARK	Center chest, 100–120mm, tonal thread.
HANGTAG	50 × 80mm cream board, sharp corners.
NECK LABEL	40 × 20mm cream woven damask.
STRING	Black cotton.



NECK · PARCHMENT TEE



NECK · CLAY HOOD

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SEASON 01