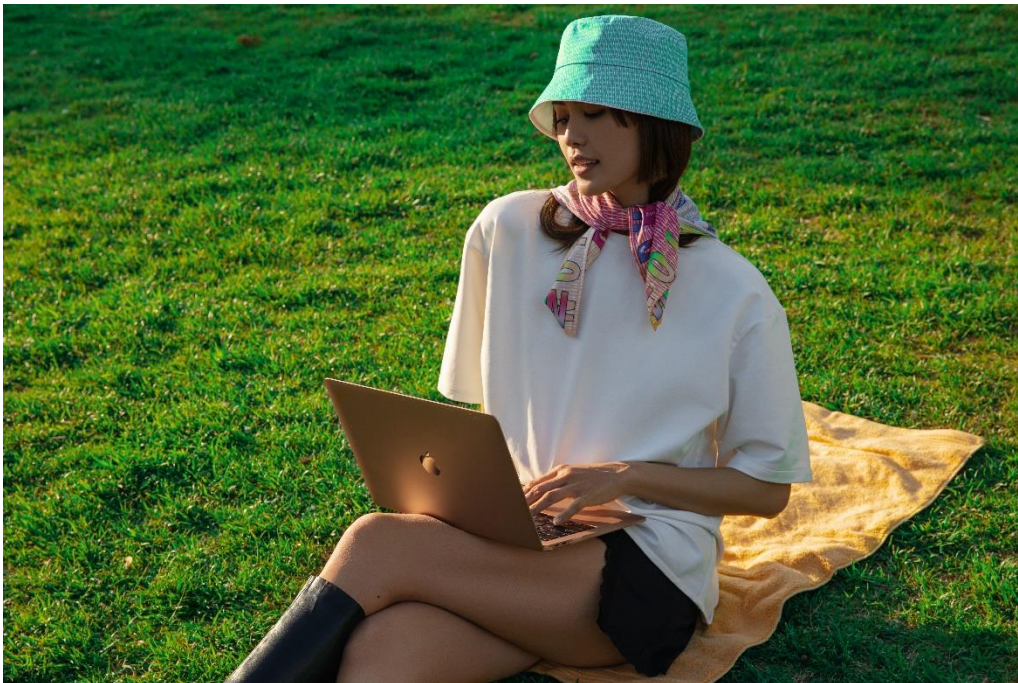


Founded in the USA, Produced in Ukraine: Nephite Nation Is Building a Global Club for Fashion Innovators

The Brand Launches Limited Edition Collection of Bucket Hats this September.

Nephite Nation, a smart luxury fashion brand, is launching its limited edition bucket hat collection on September 7th. With its philosophy grounded in a 'smart luxury' approach and limited collection drops rather than mass production in order to reduce waste, the brand offers a totally new avenue for owning luxury fashion that combines style and global networking. Designed with the new generation of fashion innovators in mind, Nephite Nation prioritizes the highest-quality fabrics, copy-proof designs and multi-functionality. Founded in 2020 in the United States but with production based in Ukraine, [Nephite Nation](#) was left with no other choice but to rapidly innovate and adapt after the outbreak of war in Ukraine and move its production to Italy.



"I have always had the idea that what you wear gives you the ultimate confidence needed to move through your day, so wearing something you love is always the best idea. Now that Nephite Nation is in full swing, we work tirelessly to build a strong community of fashion lovers, disruptors and innovators who are very devoted to boosting this beautiful brand, quickly transforming into loyal friends and family for a lifetime of support" says Nephi Jessop, Founder at Nephite Nation.

"When we were dreaming up [Nephite Nation](#), we wanted to create the ultimate 'smart luxury' experience that combines premium materials, one-of-a-kind designs, and a sense of belonging to

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an exclusive global fashion innovators' club. Nephite Nation is designed for those who are not afraid to be different, to be themselves," shares Kateryna Kharchenko, CEO of Nephite Nation:

"The war in Ukraine interrupted our plans, causing us to shift production to Italy as our factory was burnt to the ground. Only now are we ready to release our first design drop. Our core concept has become more relevant than ever – through global connectivity and mutual understanding, we can overcome the greatest challenges."



Made from premium memory cotton, Nephite Nation's collection features bucket hats in four shades that carry a deeper meaning: [plum](#) which celebrates nature and all of its rich gifts, [dollar green](#) for hard workers who are proud of their wins, [deep purple](#) for a burst of creativity, and [mystery pink](#) to represent courage and boldness while staying true to yourself. The fabric keeps you feeling cool in the heat, yet warm in the cold, making them the perfect companion for any season. All designs feature a monochromatic interior which each customer can customize by choosing between black or white. This offers customers the opportunity to choose their mood for the day. Whether that means flaunting their personality or going with a more subdued classic color palette, Nephite Nation is here to embrace their customer's fashion choices and expressions.

"Nephite Nation is really about highlighting your personality and vision. It's for those who are ready to push the boundaries of traditional luxury fashion and establish new rules – ones where you don't have to curate a certain image, but rather you can just be yourself and feel incredible doing it," adds Kateryna.

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Notes to the Editors:

Founded in 2020 in the United States, Nephite Nation is a smart luxury fashion brand that aims to bring together a community of movers and shakers in the fashion world. Featuring unique designs and outstanding quality, Nephite Nation appeals to those who are searching for limited edition, one of a kind pieces that highlight their personality.

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