

Arja Cajo is an Italian brand founded in 2019 by photographer and entrepreneur Viola Cajo De Cristoforis. Born from the fusion of fine art photography, sustainability and social commitment, the brand transforms **distinctive macro photographs of nature** - primarily flowers, but also butterflies and other botanical elements - into exclusive prints that become garments of striking aesthetic and emotional value, celebrating the beauty of the natural world through the language of fashion. While its **iconic product is the stole**, a timeless and versatile accessory that can be styled in multiple ways and worn throughout every season, combining elegance, comfort and functionality, for **Spring/Summer 2027** Arja Cajo expands its universe with the launch of **Arja di Mare**, introducing a new collection of lightweight cotton voile **caftans**. Airy, effortless and vibrant, these pieces embody a harmonious meeting of light and colour, designed to accompany the summer season with elegance and ease while showcasing the brand's signature nature-inspired prints.

Sustainability is an integral part of the brand's philosophy and is reflected in its use of natural and recycled materials, entirely **Made in Italy production**, and recyclable packaging. The brand's exclusive fabric is a blend of 90% modal and 10% cashmere, offering exceptional softness and comfort while remaining suitable for year-round wear.

Alongside its collections, Arja Cajo pursues a broader vision that places **people at its core** through Arja di Casa, a project dedicated to personal growth and women's wellbeing. More than just a gathering space, it is a **community** that hosts workshops, discussions and immersive experiences designed to foster empowerment, creativity and meaningful connection, strengthening the relationship between fashion, culture and social impact.