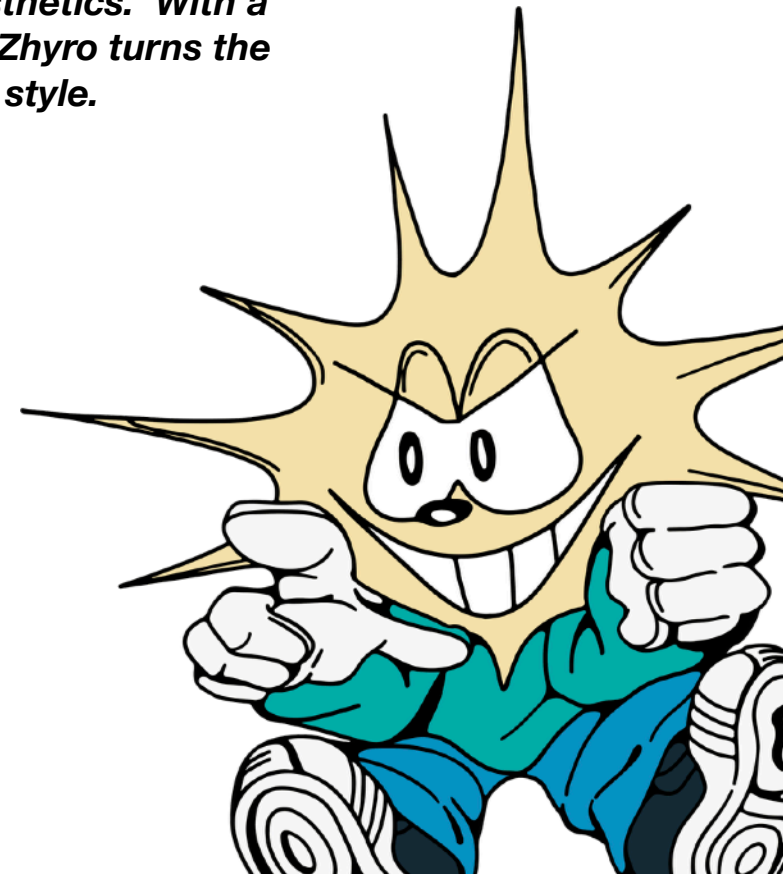
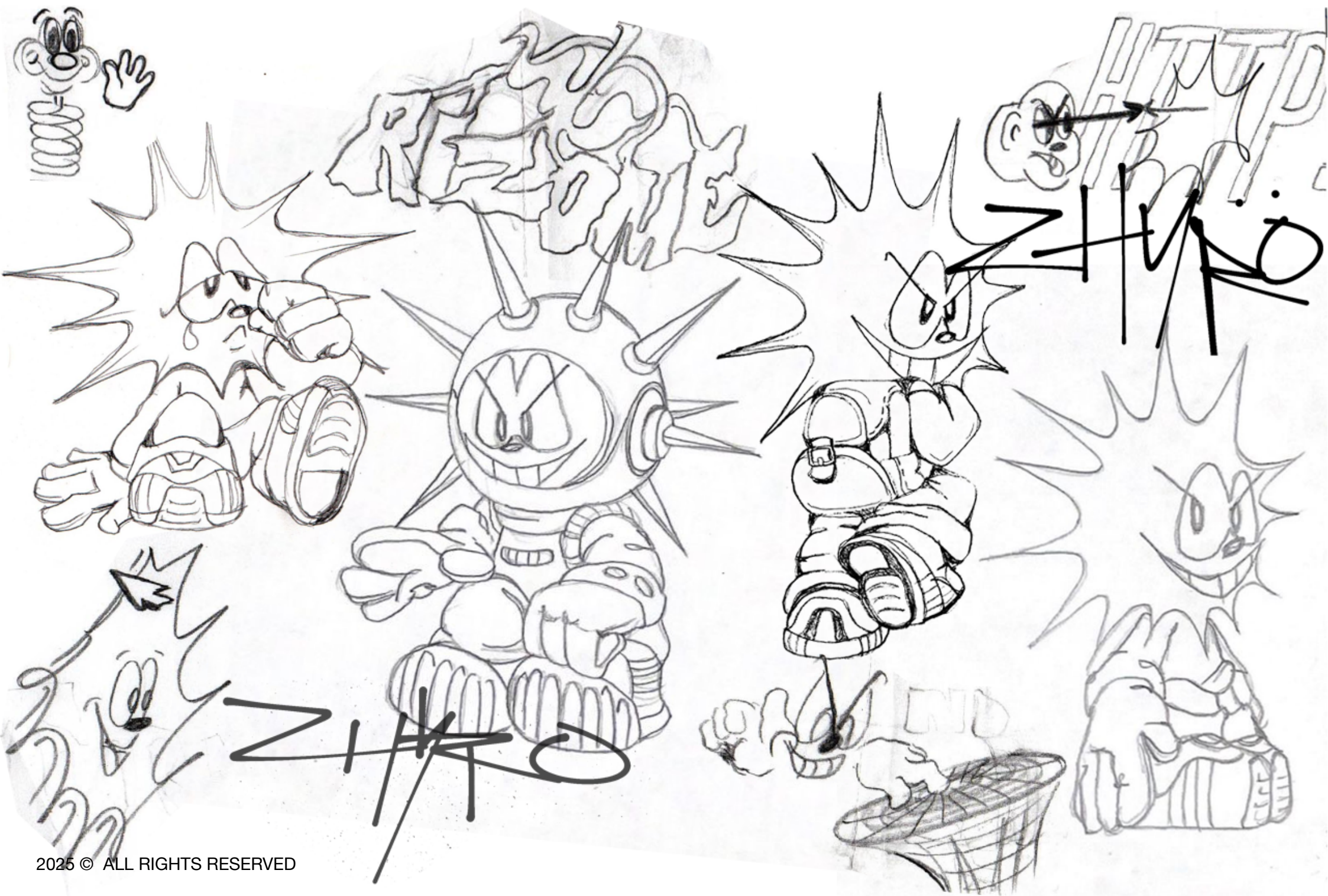
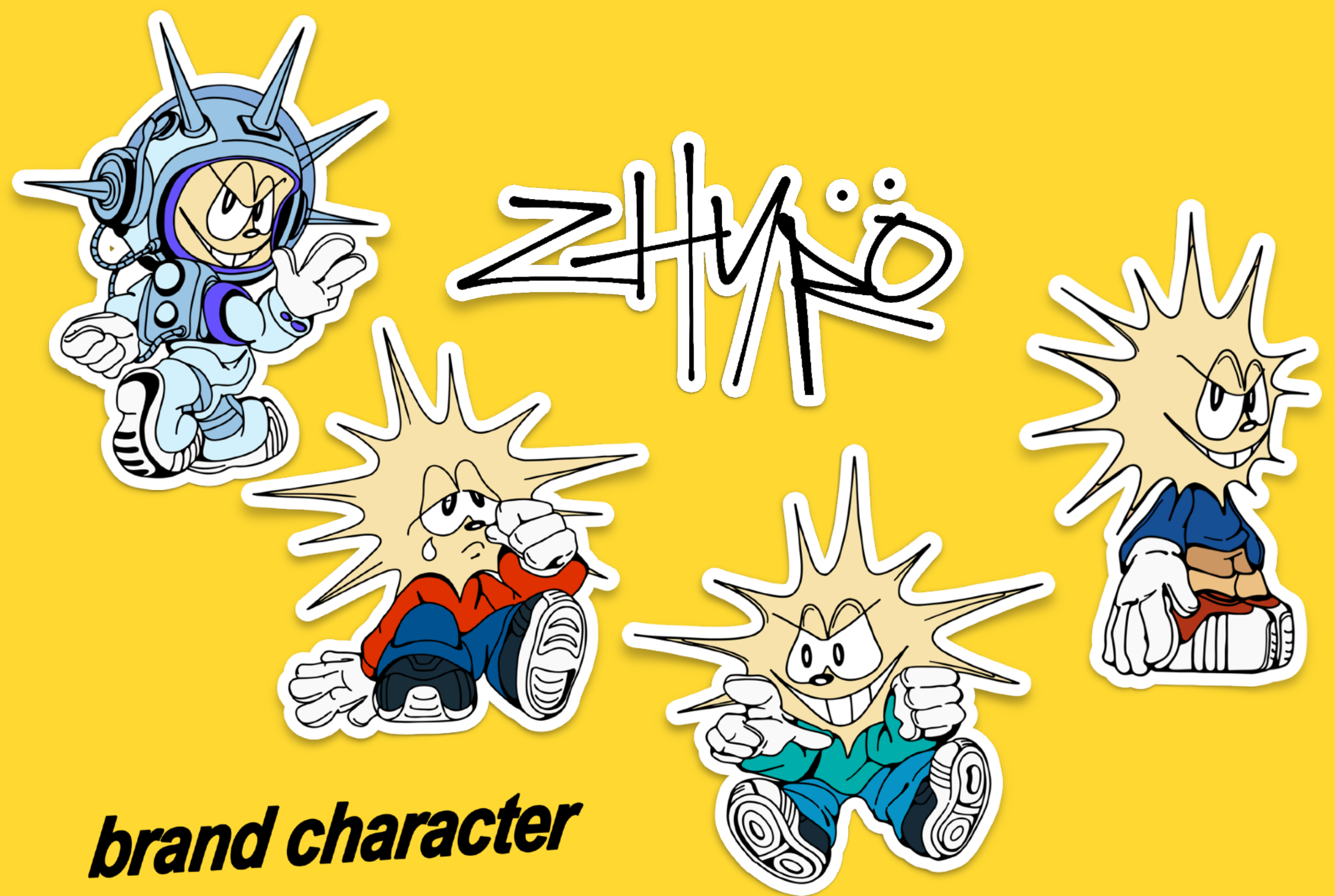




Zhyro is a time-machine resembling the 90s cool. From high school cliques to trust fund babies, Zhyro creates a unique fusion of street culture, skateboarding, hip-hop and underground aesthetics. With a perfect balance between innocence and masculinity. Zhyro turns the spirit of the streets into bold, contemporary style.







brand character



demographic audience

***16-30 yrs
boys+unisex***











launching spring 2026

