



Interview ▶ We talk with the creators of a sustainable brand born in Andorra



ALBA
Cladellas
@albacladellas

Úrsula Masats and Joan Codina, aged 28 and 33, have been living in Ordino for three years. They have been a couple since 2014 and together they decided to create their clothing brand, Kanbori. They started with this project at the end of 2022 and presented their new collection a few weeks ago.

–How is Kanbori born?

–Kanbori is born from the passion for fashion, the desire to undertake, to leave the comfort zone and a change of life. It grows thanks to perseverance, hours of work, desire to learn and enthusiasm. It's a brand that believes that the essential can be found in the simplest things: friends, your partner, nature, evenings in the village, family, doing sports, hugs... Kanbori is clothes for any time created for be essential.

– Had you previously considered setting up a clothing brand?

–The truth is, no. Joan works in a company that carries several sports brands while I am a trained nurse and until recently worked at the hospital in the town where we used to live. Fashion has always been a passion for me and although the idea of creating our own brand was very attractive to us, it wasn't until we came to live in Andorra that the opportunity or the moment arose to tell us «Come on, we'll push this project forward.»

–Where does the name of the brand come from?

–It doesn't really mean anything, as it is the combination of several elements. The «K» because if you put it horizontally (like our logo) it is a valley between two mountains. «AN» for Andorra, «BO» in reference to our mascot and «RI» to tie it all together. Small pieces that when you put together give it meaning. Later we also gave the reference that «kan» is pronounced like «can» in English «can» so that serves us as a little reminder of «you can» in the moments you need it.

–Kanbori is not just any clothing brand, it is inspired by Andorra.

–Yes, in many ways it gives it its essence, its identity and inspires us through the pieces themselves. In the first collection, in the selection of colors we can find dark gray (reminiscent of slate walls), greens and earth colors (due to the nature of the environment). In addition, they have references to the name of the parishes, for example, the shirt is called Ino, from Ordino. In the new collection, inspired by summer in the Pyrenees, the main colors are blue and a very characteristic green of the country's lakes and ponds. Continuing with this idea, the name of each piece comes from the na-



KANBORI

Úrsula Masats Joan Codina

Entrepreneurs

«At Kanbori we believe that the essential is found in the simplest»



«It's casual unisex clothing with comfort and simplicity as a fundamental element»

«It is important to cause the minimum environmental impact and ensure that there are no animals involved in production»

me of a pond, for example, the shirt is called Ero de l'Estany de Querol.

–Why did two people from abroad decide to create a brand inspired in the country?

–The truth is that we came to live here for work and have fallen in love with the country. Although the beginnings were more difficult (coming to a new place, you don't know anyone, climate, adapting, etc.) we quickly integrated. We come from a town in Vallès Occidental, so living in Ordino makes us feel a little closer to home. In a short time we managed to make a very powerful circle of friends that gives you the energy to set yourself challenges and achieve them. With it we share the passion to enjoy the country through the snow, the nature and the tranquility that you can breathe there. The set of these elements and all the happiness that the change of life has brought us made it very clear to us that the project had to be inspired by Andorra. Despite the challenges we have faced in creating this brand in the Principality, we believe that it would not make sense to do it differently, as it would not be so special. When we came to live here, we discovered that Andorra is more than just a street to come and shop in, and that's what we want to convey to the rest of us. It is a place to lead a healthy, peaceful and full life. Kanbori is the identity of these values and this is how we would like to convey it

–Tell us what style of clothing it is and for what occasions it is made.

–It is casual and unisex clothing with comfort and simplicity as a fundamental element. In this way it becomes easier to combine it with what you already have in your wardrobe and you can adapt it to your own style with accessories and complements. Our main pieces are t-shirts, hoodies, comfortable pants and accessories like bags or caps. Created to accompany you in your everyday life and in the most speci-

al moments. The occasions are marked by you and how to create a more dressed-up look by adding a jacket and jeans to the T-shirt or wearing it with leggings to go to the gym. The idea is that the clothes adapt to you and your pace, since with the same sweatshirt you can go on a hike, then have an aperitif, leave it on to rest at home and just put on a Texan, you could go to dinner. However, on our social networks we want to give you inspiration and ideas on how to combine them if you need it.



«We deliver the clothes in a box of recycled material with a thank you card and flower seeds to plant»

–And it is also made with sustainable materials.

–For us it was important to cause as little impact as possible. That’s why the pieces are made of certified organic cotton and recycled polyester. Also ensure fair treatment and decent conditions for workers and ensure that no animals are involved in their production. As for the packaging, we have reduced it to a minimum with recycled cardboard labels that hang from a natural and biodegradable fiber cord. We distribute it in a box of recycled material with a thank you card with flower seeds for you to plant.

–Why did you decide that the clothes were unisex?

–The main objective of not distinguishing between genders was to make it easier for everyone. Simply, choose if you like it and feel like wearing it without it carrying a label that is for «man» or «woman». In addition, this fact provides versatility, since you can share it with a friend, sibling, or partner.

–What type of audience are you targeting?

–To everyone looking to dress comfortably without giving up style. Who wants to spend less time thinking about what to wear because

se they are easy pieces to combine. For someone who values conscious dressing, enjoys nature and likes sport.

–When people buy your products ‘online’, you send them a postcard, right? What do you tell them?

–This is a digital postcard that we send by email after purchasing through our website. In it we explain a little more about what is behind each piece, that is to say, depending on your purchase you will receive one or the other. Each one has a slightly different format, but basically we explain where the name of the piece comes from and information through the link on the Andorra Tourism page on how to get there so that they can discover more corners of the country. In some others we put recommendations on how to care for and wash clothes to preserve them better. We also put what inspired us for the design or recommendations on how to combine it or when to wear it. In this way, we want to make known more aspects about each piece that could be overlooked and help them become essential for everyone. ≡



►► Image of one of the sweatshirts in the collection.

Your leading real estate agency in Andorra.

Our experience guarantees results, realtors since 1988.



☎ (+376) 353 424 / (+376) 379 769

☎ (+376) 747 747

✉ laportella@andorra.ad

📍 Casa Nova Olivet 10 · Ordino

🌐 www.laportella.ad

Don't miss any special editions of **El Periòdic!**