

DALWA

Customized women's clothing brand

PRESS KIT



we're so excited you're
here & can't wait to work with you.

DALYA is a women's customized clothing company. As a woman of color and a female founder, it was very important to me to create not only a brand but a movement and a global family committed to giving women everywhere what they want, how they want it. As a designer with over a decade of experience designing clothing for men, I felt that custom clothing had too long been reserved for just men and I am determined to challenge the status quo. We are not here to dictate to women what they should be wearing but rather allow them to create the clothes they want to wear.

It is my firm belief that we are better together and that together we can shake things up and make a change. By buying a DALYA piece women can become a part of another woman's story. Through our partnership with Dress For Success, a portion of each sale is donated to their cause. So, each unique item helps another woman dress the way she wants to be addressed.

It's time to dress the way you want to be addressed.

May she reign,



Farida Raafat | Founder & CEO





OUR SERVICES

MADE TO ORDER

We offer made to order, fully customizable women's clothing, all shoppable online.

Pick a base style, then pick the fabric, lining, buttons, garment lengths, lapel style and more. We give you the power to design exactly what you want, the way you want it.

Sizing on our made to order product is easy with an extended size run, including half sizes, to ensure a better fit than traditional off-the-rack clothing. All for a piece as unique as you.

OUR SERVICES

MADE TO MEASURE BESPOKE

Our bespoke service is offered in person or virtually. Bespoke is a garment that is entirely made from scratch using the wearer's unique body measurements.

Our made to measure bespoke program is all about creating a garment that is tailor-made to your unique body, you'll be able to customize each part of your garment from fabric, lining, buttons, garment lengths, lapel style and more--with the extra perk of custom measurements.



AS SEEN ON



TORI DUNLAP
Financial Feminist, Author, Speaker.



SERENA KERRIGAN
Queen of Confidence & Founder of SFKLFG



MARIA TAYLOR
Sportscaster, NBC Sports



ERIN MCGOFF
Career Expert



SHERMIN LAKHA
Founder & Managing Attorney, LVLUP Legal



RIF S.
Director at Tandym Group



TONIM.
Fashion Model in NYC



ELLY M.
Digital Creator @elly-manuel



CINDY ZUNIGA - SANCHEZ
Digital Creator & Writer @zerobasedbudgetcoaching



NADA A.
Chief Strategy Officer, Transmar



TAMARA V.
Marketplace Director AB & Bev

WHY SHOULD YOU FEATURE US?

WE BRING TO WOMEN WHAT MEN HAVE HAD FOREVER

Customized clothing has been something that has been accessible to men for decades. With DALYA this is finally available to women. Why should women not have the ability to choose how they want their clothes to look as men do?

WOMEN SUPPORTING WOMEN

We truly believe that something magical happens when we support one another. That is why we pledge to pay it forward, giving a portion of each sale to various women's initiatives worldwide. DALYA has partnered with Dress for Success® to ensure the betterment of women's lives everywhere. A percentage of each purchase is donated on your behalf.

FOUNDED BY A WOMAN OF COLOR FOR ALL WOMEN

Custom clothing for women by women. We are not a tailor or a brand for men trying to repurpose our products or services for women. Instead we are a brand made for women and their unique needs from the start. We believe that what you wear affects the way you act and feel about yourself, the point of customizing your clothes is so that you can dress the way you actually want to be addressed.



DALYA



IT'S TIME TO
DRESS THE
WAY YOU
WANT TO BE
ADDRESSED.

PRODUCT CATEGORIES

BLAZERS

VESTS

SHIRTS

PANTS

SHORTS

SWEATERS

OUTERWEAR

PURSES

SCARVES

EVENING COLLECTION

WORKWEAR CAPSULE

BRIDAL



TESTIMONIALS -

SHERMIN LAKHA OF @LVLUPLEGAL

I feel super confident and sexy...as well as powerful in this suit. I love the length of it and the fit of it.

Obsessed! Makes the perfect suit when paired with the Farida pant but love this for everyday wear too. Looks great with skirts and jeans and the wool is so cozy!

SARA E.

Love these pants! The higher waist is so flattering and comfortable and the length is ideal for wearing with heels.

I absolutely love my suit! It felt so special to have it fit me so perfectly. Even after years of hunting down the brands that fit me well, I'm never going back!

NADA A.

SERENA KERRIGAN - QUEEN OF CONFIDENCE

They fit me to perfection...This is so fucking cute. The best part is the blazer. It just gives boss bitch energy. I'm about to walk into the boardroom.

In love with this custom blazer!

ELLY M. @ELLY_MANUEL

LOVE MY COAT! It feels so soft ...I will not stop raving about this coat to everybody!

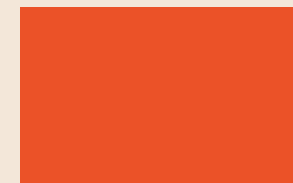
TONI M. @TONIMAJDELL

ALINA V.

Hard to explain how amazing this blazer makes me feel - super comfortable and looks great. I keep getting compliments!

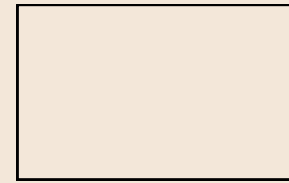


BRANDING -



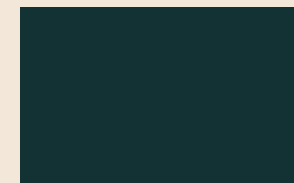
DALYA ORANGE

#EB5228



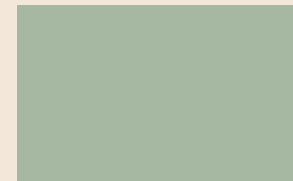
LEAD WHITE

#F3E7D9



DALYA PTHALO

#133234



CHRYSCOLLA

#A6B8A2



PALE TURQUOISE

#F2E7DD



TURQUOISE

#5C9DB3



AUBURN

#B15933



RUST

#3F1815



VIOLACEOUS

#5C9DB3



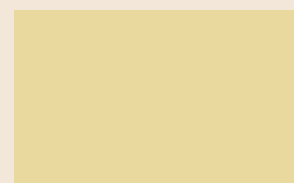
MAUVE

#764386



MADDER LAKE

#841815



ORCHE

#E9D99E

PRIMARY LOGO -

[CLICK TO DOWNLOAD](#)



secondary logo -



icon -



FAQS & LINKS

How do you pronounce DALYA?

It's pronounced DAL-YA.

How do you pronounce Farida Raafat?

Our founder's name is pronounced FA-REE-DA RA-FAT.

How does customization work?

Please click [this link](#) for a quick guide on our process.

Do you offer affiliate links to media?

Yes we do! Please email us at affiliate@dalyanyc.com

LINK TO DOWNLOAD IMAGERY

[Instagram](#)

[Facebook](#)

[Linkedin](#)

[TikTok](#)

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www.dalyanyc.com

202-352-0799





THANK YOU!