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# Nadinoo

TALKING SHOP

Growing up in Lancashire and Libya,  
and with work stints around the world,  
Nadia Izruna is well-travelled.

The search for a slower pace of life  
led to a base in Rutland, and to Nadinoo,  
Nadia's clothing brand and shop



Words: Colette Earley  
Photography: Nadia Izruna

### How did Nadinoo begin?

Having previously worked as an apparel designer in fashion, in early 2009 I began working in my attic studio, sampling designs that reflected my love for beautiful, well-made womenswear - stitching into the small hours using an old industrial overlocker I found on Freecycle. I was overjoyed to have found total freedom to bring my ideas to life, which evolved into my first Nadinoo collection. I styled and photographed the outfits and sold them online through my simple Big Cartel shop, making each garment to order.

### How did the brand develop?

My collections evolved along with my style and influences, and were stocked in independent boutiques around the world, along with a collaborative collection with Anthropologie. As the years went on, my studio moved with me from city to city, growing and shrinking in size along with demand. After having children, my clothing needs changed and I began to simplify my designs and silhouettes to work for a new journey into motherhood, changing the direction of my design aesthetic for Nadinoo to accommodate the evolving needs of womanhood.

### Tell us about Shibuiwear...

It's a Japanese term used to describe something that is simple upon first inspection, but with newfound beauty and value growing over time, the more you gaze upon it. This concept goes further, in talking of finding balance in subtle natural tones, forms and textures. It truly captured how I wanted our garments to be seen and enjoyed; a simple silhouette that when combined with other soft, subtle tones and textures becomes more beautiful and treasured over time.

### Why do you design your clothes this way?

I want our garments to be worn and enjoyed for years to come, so finding concepts that breathe new life and meaning into our clothing are naturally what excite me when it comes to design.



### What's the concept behind the store?

I wanted to have our shop sit harmoniously next to our working studio, so customers can see where and how our clothing is made. This means there is a real, physical window into our studio to see the start-to-finish process involved in making a Nadinoo garment.

### What did the space look like before?

The shop was an eyewear store before I took it on, painted black on the outside with big, bold printed graphics on the windows. Inside there were black feature walls and woodwork with a low, tiled office-style ceiling and fluorescent lighting. It was a lot of work to get the shop to how I had imagined, but I had a clear vision and knew it was possible.

### What vibe did you want to create?

A calm, peaceful retail space that promotes healthy, considered purchases - buying fewer, but better-quality items. Our customers are always happy to share their love for the space and tell us how relaxed it makes them feel - the scent of the natural soaps and candles help our customers take a deep, relaxing breath as they enter.



**Tell us about what else you sell...**

Alongside our own label, we sell a selection of sustainable, fair-trade organic cotton underwear by Pico, and beautiful socks designed to empower women from the feet up by A Woven Plane. We have handmade rope products by Nodo, and Knotsy Brighton, along with natural, small-batch made self-care products by Harvest, Wild Sage, Ede, Cedar and Botanical Candle Co, and beautiful hand-thrown ceramics created by Julija Pustovrt and Argilo. There are also hand printed posters and stationery by Isla Middleton, and a hand-picked selection of books on mindfulness, mending and textile crafts.

**How do you choose what to stock?**

This is one of my favourite tasks. I have a list of criteria for the brands and products we stock, hand picking small UK independents who are sustainably producing beautiful, well-thought-through products that serve and promote a slow, considered lifestyle.

**Where did your passion for slow living come from?**

I think it was brought on by our move to the Rutland countryside, and finding joy in a simpler, slower lifestyle. Finding new ways to embrace the seasons and connect with the natural world forces you to consider how each small decision you make impacts the planet.

**How do you incorporate mindfulness into running your business?**

I really try to be present with my business and not get bogged down with sales targets or yearly growth plans. I let things unfold - especially with the changing Covid restrictions we've experienced. I respond with balance, reminding myself that as long as my bills are paid, all is well.

**What do you have planned next?**

My plan this year is to transition the space to be more centred around our Nadinoo clothing with emphasis on smaller limited collections, creatively displayed throughout the shop. I'm hoping to bring in fresh energy - exploring new ideas and ways of using up all our fabric off-cuts and rolls collected over the years. I'm also excited to be hosting a variety of self-care workshops on Sundays, taught by the makers we love and stock here at the shop.

[www.nadinoo.com](http://www.nadinoo.com)

IG: @nadinoooclothing