

Moma Hilo

Moma Hilo is a London-based responsible womenswear brand crafting sculptural, made-to-order pieces designed to be treasured.

Founded by designer Penelope Tucker, the brand emerged from a desire to reconnect women with the garments they own in a fashion landscape defined by overproduction and disposability. Each Moma Hilo piece is produced locally in London by female-led manufacturers using carefully sourced deadstock fabrics, reinforcing the brand's commitment to transparency, longevity, and considered production.

Working exclusively in black — a deliberate and enduring design choice — Moma Hilo focuses on silhouette, construction, and quiet detail rather than seasonal trend. The brand's made-to-order model limits excess inventory while allowing for a more intentional relationship between garment and wearer.

At the heart of Moma Hilo is a belief that clothing should carry meaning. Inspired by the women in Penelope's own family and the garments passed down through generations, the brand explores nostalgia as a framework for building future heirlooms.

Since its launch, Moma Hilo has built a growing community drawn to its measured pace and transparent approach to production. As conversations around accountability and consumption continue to reshape the industry, the brand positions itself as a considered alternative — one that prioritises craft, clarity, and emotional longevity.

Availability: Made-to-order via momahilo.com

Produced in: London, United Kingdom

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