

**AANRO**



## THE BRAND

### AANRO: MOTION IN FORM

Founded by Áron Szűcs, AANRO bridges classic menswear and performance design.

A seasonless brand shaped by movement, precision, and material integrity.

AANRO stands for quiet confidence, clarity of form, and purposeful design.

Clothing for men who move, think, and create with intention.

### PHILOSOPHY: THE POWER OF CONTRAST

AANRO thrives in the space between opposites: formal and athletic, structure and fluidity, control and motion.

Movement is both physical and internal — a rhythm that shapes design.

Through contrast, AANRO reveals a modern expression of masculinity.

### DESIGN ETHOS: FORM FOLLOWS MOVEMENT

#### PURPOSEFUL

Designed for real life — wearable, functional, meaningful.

#### REFINED

Clean lines, considered details, distinctive identity.

#### SEASONLESS

Built beyond trends, lasting in style and quality.

#### DYNAMIC

Inspired by motion, translated into silhouette and structure.

### A COLLECTIVE VISION

AANRO connects designers, makers, and wearers through shared values.

A community shaped by craftsmanship, authenticity, and individuality.

Each collection balances elegance and athleticism, discipline and freedom — setting the tone for a new chapter in modern menswear.

**THE BRAND**

**AANRO does not create seasonal statements but steadily refines its foundational silhouettes. Each garment is designed to reduce noise and function within a deliberate, coherent system.**

**Design prioritizes structure, weight, and precision over novelty or trend-driven aesthetics.**

**The work remains ongoing.**

**BRANDBOOK**

**AANRO**

## THE DESIGNER



After graduating from Krea Contemporary Art School in Budapest and working with Il Bacio di Stile and Nike in Berlin, Áron Szűcs founded AANRO to articulate his vision of contemporary menswear.

Driven by discipline and meticulous craftsmanship, he designs seasonless garments that balance technical refinement with understated elegance, redefining modern masculinity through clarity, movement, and restraint.

**BRAND CODES**



SEASONLESS



TAILORED



FUNCTIONAL

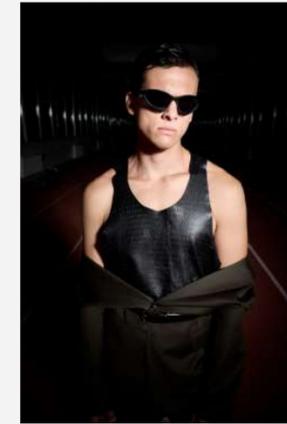


REFINED

**BRANDBOOK**

**AANRO**

FALL WINTER 2026



BRANDBOOK

AANRO

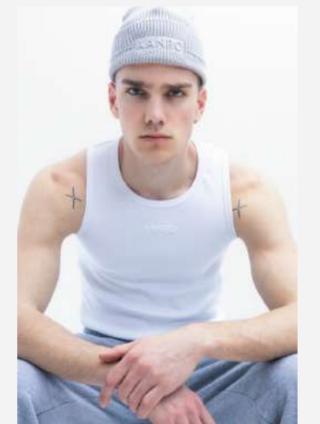
FALL WINTER 2025



BRANDBOOK

AANRO

FALL WINTER 2024



**BRAND EDITORIALS - HIGHLIGHTS - PRESS COVERAGE**



**BRANDBOOK**

**AANRO**

**BRAND EDITORIALS - HIGHLIGHTS - PRESS COVERAGE**



**BRANDBOOK 2026**

**AANRO**

GQ MIDDLE EAST

Market: Middle East

Issue: October 2025

Editor: Nour Bozz

Featured: Selected pieces

## BRAND EDITORIALS - HIGHLIGHTS - PRESS COVERAGE



GLAMOUR MAGAZINE

Market: Hungary

Issue: Spring 2025

Editor: Boglárka

Featured: Knit vets hoodie, Logo tank

## BRAND EDITORIALS - HIGHLIGHTS - PRESS COVERAGE

text

### AANRO you versus you

Szűcs Áron 2019-ben alapította az AANRO márkát. Célja egy olyan brand létrehozása volt, ami túlmutat a ruhákon, és viselőjét nemcsak fizikai, de szellemi szinten is támogatja. A márkaidentitás kialakulása a tervező személyiségfejlődésével párhuzamosan alakult, amelyekben az önfeljesztés, a hitelesség és a spiritualitás is helyet kapott. Legújabb kollekciójában pedig a sport szellemisége került a fókuszba.

*„Az élet elsősorban mindíg a saját magunkkal vívott verseny: önmagunk és gátjaink legyőzéséből tudjuk a legtöbb erőt meríteni. Ezt a gondolatvilágot legjobban a sport szellemisége tükrözi. A sportolók is edzésről edzésre önmagukat legyőzve, a saját határaikat feszegetve, majd átlépve kerülnek egyre magasabb szintre. Ha felveszel egy sportruházatot, egyből érezheted ezt a szellemiséget.”*

Így lett az AANRO első sportág inspirálta kollekciójának témája a vívás.

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



**LA TOUCHE**

A márká prémiumkategóriás, funkcionális seasonless, azaz nem szezonális darabok gyűjteménye. A legtöbb termék önmagában is variálható: lecipzárózható ujjak, gallérok, összeépíthető elemek, mellénnyé alakítható kabátok. Az unisex fazonok pedig lehetővé teszik, hogy az elsősorban férfi célközönségnek szánt termékeket a nők is be tudják építeni a ruhatárukba. A szezonok között sincsenek nagy váltások, minden új termék párosítható a korábbi kollekciók darabjaival. Ez az időtlenség is szorosan összefonódik a sport világgal amellet, hogy környezetkímélőbb, így hosszú távon is fenntartható. ●

*„Life is always first and foremost a race against ourselves: it is in overcoming ourselves and our obstacles that we gain the most strength. This idea is best reflected in the spirit of sports. Athletes, too, rise to higher and higher levels by overcoming themselves, pushing, then crossing, their limits training after training. When you put on sportswear, you can immediately feel that spirit.”*

And so became fencing the theme of AANRO's first sports-inspired collection.

**LA TOUCHE**

The brand is a collection of premium, functional, seasonless pieces. Most of the products are versatile on their own: zip-off sleeves and collars, modular elements, jackets that can be converted into vests. The unisex styles allow women to incorporate products designed primarily for men into their wardrobes. There are also no major changes between seasons, as each new product can be combined with pieces from previous collections. This timelessness is also closely linked to the world of sport, as well as being more environmentally friendly and therefore sustainable in the long term. ●



Áron Szűcs founded the AANRO brand in 2019. His goal was to create a brand that goes beyond clothing and supports the wearer not only physically, but also mentally. The development of the brand identity evolved in parallel with the designer's personal growth, which included self-development, authenticity and spirituality. And in his latest collection, the spirit of sport takes center stage.

74

## FASHION STREET MAGAZINE

Market: Global publication

Issue: November 2024

Editor: Diana Remenyi

Featured: Selected pieces

**AANRO**

FOR APPOINTMENTS AND INQUIRIES

Showroom: 4 Budai Nagy Antal Street, 1137 Budapest

Email: [info@aanrostudio.com](mailto:info@aanrostudio.com)

Web: [www.aanrostudio.com](http://www.aanrostudio.com)

Instagram: [@aanrostudio](https://www.instagram.com/aanrostudio)