PRESS RELEASE — DHANATRIBE

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Dhana Inc. to Debut The Journey Scarf at House of Nova During New York Fashion Week

D/Sphere byDhana | www.DSphere.network

FOR IMMEDIATE RELEASE

The "Between Worlds" Timepiece brings together second-life materials, circular design, American craftsmanship and human stories revealing Dhana's vision for the new luxury of fashion, amplified through D/Sphere technology.

NEW YORK - September 10, 2026 - Dhana Inc., the fashion technology company behind D/Sphere, will debut The Journey Scarf at House of Nova during New York Fashion Week on September 12, 2026. D/Sphere joins House of Nova as an innovative technology partner for its "Between Worlds" experience.

Created from saris worn during wedding celebrations and second-life shirts contributed by members of the community, The Journey Scarf brings together materials that have traveled through different lives, places and moments. Reimagined as a 25-inch square, unisex design, each scarf is one of a kind preserving the character and stories of its original textiles while giving them renewed purpose.

DESIGNED BY DHANA. MADE WITH MEANING.

The Journey Scarf was created by Dhana, beginning with a base design and circular construction concept to adapt to the unique qualities of reclaimed textiles. Dhana then collaborated with Hocking Hills Garment Center (HHGC) in Southeast Ohio, whose skilled makers used the Dhana design to bring each Journey Scarf to life from the available second-life materials.

Working across different textures, weights, colors and histories, the collaboration demonstrates the relationship between thoughtful design, existing materials and skilled American craftsmanship.

> *"The Journey Scarf shows what becomes possible when meaningful materials meet skilled hands. Made in Southeast Ohio, each piece unites circular design, American craftsmanship and the dignity of skilled work."*
> *— Betsy Franjola, Founder, Hocking Hills Garment Center (HHGC)*

At its core, The Journey Scarf reflects the circular economy in practice — keeping existing materials in use, extending their value and transforming them into something desirable, personal and enduring. Instead of beginning with something new, the design asks a different question:

What can the materials we already have become next?

BETWEEN WORLDS: A TIMEPIECE THAT CARRIES TIME

The debut reflects House of Nova's New York Fashion Week theme, "Between Worlds." The Journey Scarf exists between past and future, tradition and reinvention, personal memory and collective expression.

Presented as a Timepiece, it does not simply tell time, it carries time. Its materials hold where they have been, its design reflects what they can become, and its next wearer continues the journey.

> *"Between Worlds is about honoring where we come from while creating space for who we are becoming. The Journey Scarf embodies that beautifully, as it carries materials, memories and human stories forward through transformation. We're excited to welcome Dhana to House of Nova and debut this piece during New York Fashion Week as an expression of fashion that connects past, present and possibility."*
> *— Nova Loraine, Founder, House of Nova*

FROM A PHYSICAL TIMEPIECE TO DIGITAL POSSIBILITY

The Journey Scarf debut also introduces a larger possibility through D/Sphere by Dhana, an operating system for intelligent textile products designed to use technology not as the end experience, but as a way to amplify the human emotions, memories and creativity carried through fashion.

D/Sphere will offer a digitized version of The Journey Scarf as a customizable design template, creating an opportunity for consumers, fashion brands and retailers to imagine their own interpretations.

Users will be able to bring materials of their own or explore materials available through the D/Sphere Material Library, customize the base design, and visualize multiple material combinations and design variants before physical production.

The longer-term pathway connects this digital co-creation experience to manufacturing in the United States — bringing together materials, design, visualization and making in a more circular and responsive model.

For fashion brands and retailers, this creates the opportunity to explore new Journey Scarf variations using deadstock, returns, archival textiles and other second-life materials, transforming existing material inventories into new sources of creativity, storytelling and value.

For consumers, it opens a more personal relationship with fashion: an opportunity not simply to buy a finished product, but to participate in imagining what the materials and stories of their own lives might become next.

THE NEW LUXURY OF FASHION

For Dhana Founder and CEO Shamini Dhana, The Journey Scarf represents what she describes as the new luxury of fashion, where value is found not simply in something new, but in the convergence of meaning, memory, craftsmanship, individuality and the ability to transform what already exists.

Technology, through D/Sphere, helps amplify that experience by enabling more people to participate in the creative journey — from material and story to design, visualization and ultimately making.

> *"Fashion has always existed between worlds, between what we inherit and what we imagine, between personal memory and collective culture, between the resources of the past and our responsibility to the future. The Journey Scarf is a Timepiece because it does not simply mark time; it reveals how value can move through time. When we preserve the intelligence, emotion and history held within materials, we begin to redefine the new luxury of fashion, not as something newly consumed, but as something consciously transformed, personally meaningful and carried forward."*
> *— Shamini Dhana, Founder and CEO, Dhana Inc.*

Through The Journey Scarf and D/Sphere, Dhana is exploring a future in which technology amplifies rather than replaces the human experience of fashion, helping preserve memory, unlock creativity and connect people to materials, makers and one another.

This is Dhana's vision of the new luxury of fashion: not defined by excess, but by meaning; not simply by ownership, but by participation; and not only by what is newly made, but by the value we can discover in what already exists.

In this vision, circularity is not only about keeping textiles in circulation. It is about keeping their meaning, stories and human value in circulation too.

About Dhana Inc.
Dhana Inc. is a certified B Corporation and fashion technology company committed to Uniting Humanity Through Fashion. Its patented D/Sphere platform enables circular design, co-creation, material intelligence and storytelling across the textile lifecycle.
Website: www.DSphere.network

About House of Nova
House of Nova is a creative platform exploring style, culture and self-expression through experiences designed for the moments that matter.
Website: www.houseofnova.io

About Hocking Hills Garment Center
Hocking Hills Garment Center (HHGC) is a Southeast Ohio garment manufacturing facility advancing American apparel production through skilled labor, quality craftsmanship and transparent, waste-conscious practices. Based in a repurposed historic church in Buchtel, HHGC partners with brands seeking thoughtful, high-quality U.S. production.
Website: www.ohiohhgc.com

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/SPHERE
Fashion ReCreated

THE JOURNEY SCARF

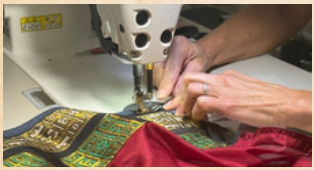
BETWEEN WORLDS

A TIMEPIECE OF STORIES

The Journey Scarf is born between worlds, between generations, between people, between past and future.









HERITAGE

Vintage saris from the personal collection of Dhana's founder. Pieces once worn by her mother and grandmother, alongside saris worn during wedding ceremonies.

COMMUNITY

Second-life shirts contributed by members of our community who believe clothing and the stories it carries deserve another chapter.

CRAFT & CARE

Mindfully deconstructed and thoughtfully combined. Expertly handcrafted to honor every thread and every memory.

THE JOURNEY CONTINUES

Woven together across time, place, and culture, these materials become The Journey Scarf. Made not simply to be worn, but to carry memory, culture, and connection forward.

INSPIRE. INFLUENCE. IMPACT.

Created through the journeys of citizens and stakeholders, The Journey Scarf represents a new luxury - customized with quality, care, and consciousness.

NOW, IMAGINE YOURS.

Each material has traveled through a life, a place, and a moment.
What could the materials you treasure become next?

PAUSE

What do you hold on to because it carries meaning?

REFLECT

A loved one's shirt? A childhood dress? A wedding garment? A textile from another place or time?

IMAGINE

What if these memories could become your own timepiece?

YOUR MATERIALS. YOUR MEMORIES. YOUR JOURNEY.

D/Sphere is a place where the materials and stories of your life can be transformed into a new Timepiece - created to carry memory, meaning, and possibility forward.

One piece. Endless stories

The 25" Journey Scarf can be worn in many ways



BANDANA



NECK SCARF



HAIR TIE



BAG TIE

Imagine your timepiece

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Dhana

HOCKING HILLS GARMENT CENTER