HIDDEN WHITE





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ABOUT US

WHITE symbolises the light that shapes a better world. At HIDDENWHITE, we believe true impact lies in the unseen details. In every stitch, curve, and material, we weave brightness into our craftsmanship.

Established in 2024 in London, HIDDENWHITE champions the idea that even the most understated elements carry immense power. We craft footwear that embodies minimal elegance while contributing to a more thoughtful world. Because when beauty is HIDDEN in the details, it leaves a lasting impression, one step at a time.

WHY US

In a world full of loud logos and fleeting trends, HIDDENWHITE is a breath of fresh air. The brand's commitment to premium, hand-crafted quality and simplicity makes it a standout. It never overcomplicates things to make a statement.

So, next time you're looking for footwear that's equal parts cool, comfortable, and conscious, check out HIDDENWHITE. It's not just about what you wear — it's about what you say without saying anything at all. Visit www.hiddenwhite.com to find out more.





THE MORSE CODE



The essence of HIDDENWHITE is subtly encoded in our signature motif: two Morse code symbols representing the initials "H" (• • • •) and "W" (• – –). Like the brand itself, Morse is a HIDDEN language understood across cultures, yet it carries a quiet intention.

These symbols reflect our philosophy: clarity through simplicity, connection through subtlety. Just as Morse transcends borders without words, HIDDENWHITE speaks through understated design, where every detail is considered, and every message is deliberate.

COMFORT MEETS INNOVATION

We source only the finest full-grain leathers, chosen for their durability, softness, and ability to age naturally. Unlike synthetic alternatives, our leather molds to your feet over time, becoming uniquely yours.

Handcrafted for comfort, built for longevity, and style for timelessness, HIDDENWHITE trainers are engineered for effortless movement. The inner lining is buttery-soft, ensuring all-day comfort without compromise.





LESS SEEN, MORE FELT

Whether in motion or at rest, our trainers adapt seamlessly. Neutral tones, clean lines, and premium textures define our aesthetics—minimalism that stands the test of time.

This is footwear for the deliberate, the mindful, the unseen. Step into purity. Step into HIDDENWHITE.

COLLECTIONS

ASHER



ASHER MEN/WOMEN BLACK



ASHER WOMEN BURGUNDY



ASHER MEN/WOMEN GUNMETAL

Upper: LWG Leather (Cowhide)
Lining: LWG Lamb Leather
Insole: Removable Cushioned Arch Support
Outsole: Recyclable Rubber

ASURE



ASURE MEN/WOMEN WHITE/SAGE



ASURE MEN/WOMEN WHITE/BLACK



ASURE MEN/WOMEN WHITE/SILVER



ASURE MEN/WOMEN GREY/GREY



ASURE MEN/WOMEN BLACK

Upper: LWG Cowhide Leather
Lining: LWG Lamb Leather
Insole: Removable Cushioned Arch Support
Outsole: Recyclable Rubber

AURA



AURA MEN/WOMEN BLACK



AURA MEN/WOMEN BURGUNDY

Upper: LWG Cowhide Leather
Lining: LWG Lamb Leather
Insole: Removable Cushioned Arch Support
Outsole: Recyclable Rubber

DARA



DARA MEN/WOMEN WHITE/WHITE



DARA MEN/WOMEN TAN/DESERT



DARA MEN/WOMEN PALE BLUE/ BURGUNDY/WHITE



DARA MEN/WOMEN BLACK/RACING GREEN/CHARCOAL



DARA MEN/WOMEN BURGUNDY/ BORDEAUX

Upper: LWG Nubuck (Cowhide), LWG Leather (Cowhide)
Lining: LWG Lamb Leather
Insole: Removable Cushioned Arch Support
Outsole: Recyclable Rubber

DYLAN



DYLAN MEN/WOMEN WHITE/BLACK



DYLAN MEN/WOMEN WHITE/WHITE



DYLAN MEN GREY/GREY



DYLAN MEN/WOMEN BLACK/BLACK

Upper: LWG Leather (Cowhide)
Lining: LWG Lamb Leather
Insole: Removable Cushioned Arch Support
Outsole: Recyclable Rubber

HALLE



HALLE MEN/WOMEN WHITE/WHITE



HALLE MEN/WOMEN BLACK/ ANTIQUE BLACK



HALLE MEN/WOMEN BROWN/ORANGE

Upper: LWG Leather (Cowhide)
Lining: Polyester
Insole: Removable Cushioned Arch Support
Outsole: Recyclable Rubber

HALO



HALO MEN/WOMEN WHITE/GREY



HALO MEN/WOMEN IVORY/ BURNT ORANGE/FORESR GREEN



HALO MEN/WOMEN WHITE/BLACK

Upper: LWG Leather (Cowhide)
Lining: Polyester
Insole: Removable Cushioned Arch Support
Outsole: Recyclable Rubber

CAMDEN



CAMDEN WOMEN WHITE/GREEN



CAMDEN WOMEN WHITE/BURGUNDY



CAMDEN WOMEN NAVY/WHITE



CAMDEN WOMEN SILVER/SILVER

Upper: LWG Cowhide Tumbled Leather, LWG Suede (Cowhide)
Lining: LWG Lamb Leather
Insole: Removable Cushioned Arch Support
Outsole: Recyclable Rubber

CASEY



CASEY WOMEN IVORY



CASEY WOMEN CAMEL

Upper: LWG Suede (Cowhide)
Lining: LWG Lamb Leather
Insole: Removable Cushioned Arch Support
Outsole: Recyclable Rubber

CLEO



CLEO WOMEN WHITE/GREY



CLEO WOMEN IVORY / GREEN



CLEO WOMEN BLACK/BLACK

Upper: LWG Cowhide Leather, LWG Suede (Cowhide)
Lining: LWG Lamb Leather
Insole: Removable Cushioned Arch Support
Outsole: Recyclable Rubber





PACKAGING - SHOES BAG

Multi-purpose carry on organizer bag for packing with sturdy zipper. Great for organizing and storing shoes, clothes, gym items, makeups, toiletries and save your space.

- Durable and easy to clean.
- Secured zippered closure.
- Lightweight and compact.
- Easy to store.

Dimensions: 46 cm H X 28 cm L X 9.6 cm W

Water-resistant polyester

Convenient haul loop

Dustproof, odorless and can be washed repeatedly














COLLABORATIONS

AS SEEN ON

Born in London and built for global minimalists, Hidden White crafts refined leather footwear that trades trends for timelessness.

uncrate

From monochrome staples to subtly sculptural silhouettes, here are the minimal sneakers every man should have in his wardrobe.

APE TO GENTLEMAN

For those seeking elevated essentials that redefine simplicity, Hidden White is a name worth knowing.

MENS FASHION MAGAZINE

Hidden White approaches materials and construction with rigour. Each pair is crafted from full-grain leather of the highest calibre, designed to age naturally and take on the patina of its wearer—like a second skin.

#legend

In a world full of loud logos and fleeting trends, HIDDENWHITE is a breath of fresh air.

PORSCHE FAHRER

Hidden White's palette stays tonal and timeless, keeping the focus on material, silhouette, and craftsmanship.

bless this stuff

WEBSITE

★★★★★ 80 reviews

Verified by Judge.me REVIEWS

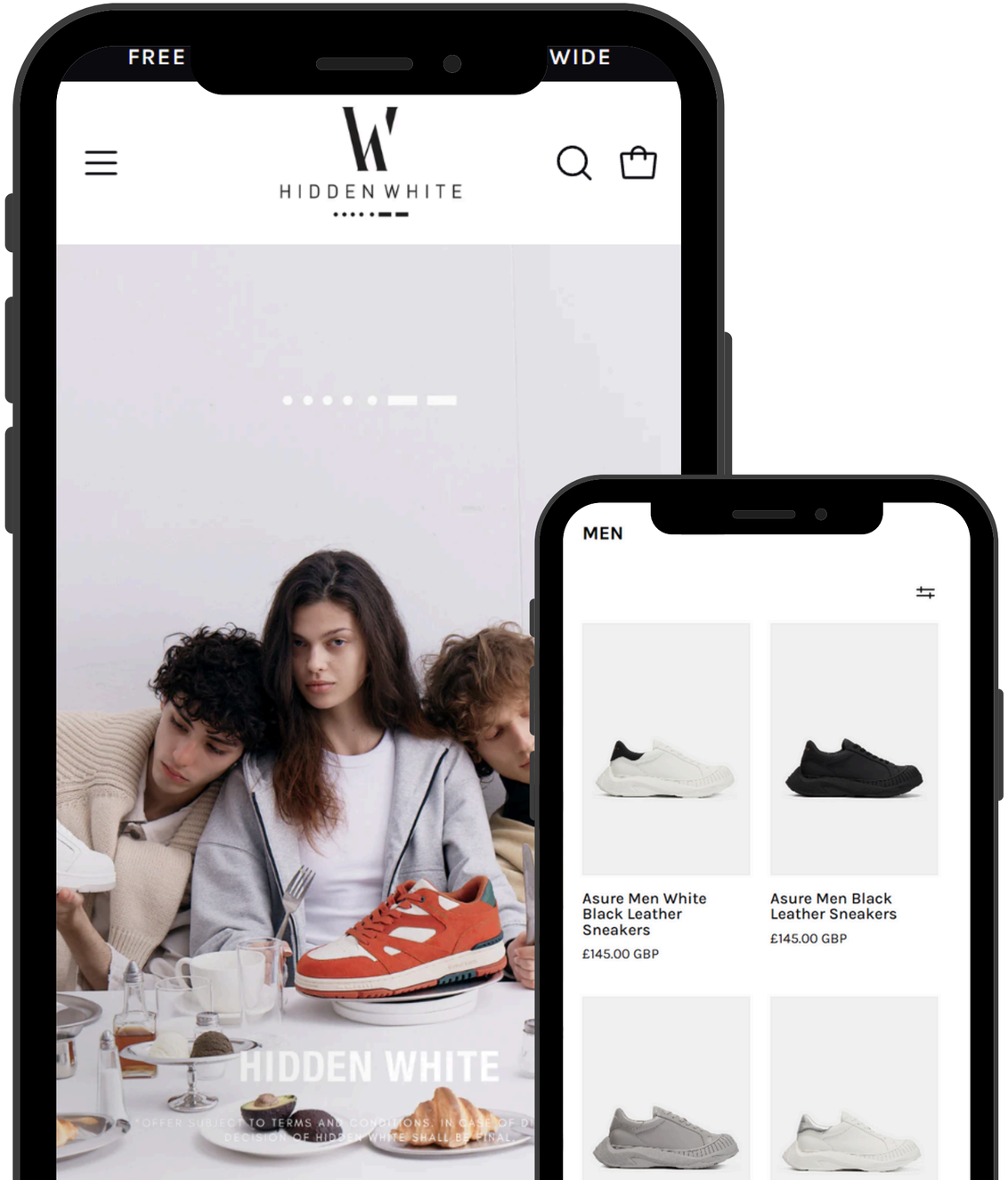
DIAMOND AUTHENTICITY

MONTHLY RECORD 55 VERIFIED REVIEWS

80 VERIFIED REVIEWS

BRONZE TRANSPARENCY

TOP 5% TRENDING



2025



AVG. MOM SALE GROWTH



MOM DAILY ORDER VALUE GROWTH



IG FOLLOWER GROWTH



IG CONTENT INTERACTIONS GROWTH



GET IN TOUCH

Press Contact:
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THANK YOU