Kalideskop was founded by owner Jainja Williams, answering the call for a completely different shopping experience. She worked for various retailers for over fifteen years and began to see a void in truly creative lifestyle brands.

Jai’s main purpose was to build a brand that encompasses life and reflects her love of music, art, and fashion.

Kalideskop is a collective fashion house conceived after the optical instrument that displays images in an endless variety of patterns.

Kalideskop features original designs, guest collaborations upcycled and consignment pieces that reflect our constantly changing styling world.

Kalideskop *patronage consists of forward thinkers with extraordinary fashion sense; who appreciate originality, respect style, and are trendsetters with a bold approach to style that consistently stand out.*

*Though fashion is important, living life is a huge part of their style.*

Kalideskop *gives them an outlet of expression through one of a kind styling experience.*

Kalideskop features apparel and accessories for men, women and more… There are five major rooms in each house which reflects our five muses: afro-punk, glitchy, vibrant, artsy, glamour chic.

**Each season will feature a different collection house that reflects its theme.