



*The Posidoneion Hotel in the main Harbor — built in 1914*

BY WAY OF

# SPETSES

G R E E C E

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MEJO 371  
04/14/2026

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37.2594° N · 23.1570° E

# WHY SPETSES?

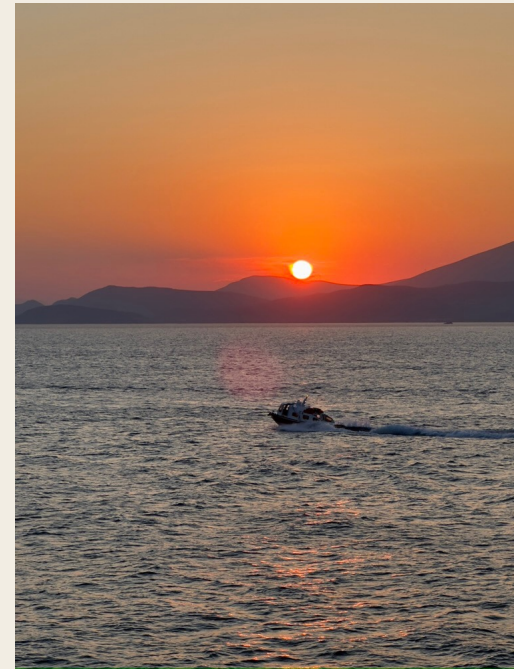
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## STORY

Spetses is the island I hold dear to my heart...since growing up. Two hours by ferry from Athens, and the moment you step off, something shifts. The air smells like aromatic pine and salt, people are greeting you with the warmest smiles, horses still pull carriages down cobbled lanes, and no cars are allowed to disturb the quiet rhythm of everyday life.

Time here moves slow. The kind of slow that forces you to take a deep breath, enjoy and notice the little things. Like the way the light hits the crystal water in the afternoon, the sound of hooves on stone, the hard laughter after being reunited with family & friends, the occasional Greek Mom screaming about something unnecessary, the taste of fried zucchini washed down with some local cold dry wine...it's full of precious moments.

Style here comes naturally, as the vehicle of expressing our mood. It's open, airy, colorful and vibrant. It's unapologetically elegant, because it's unique: anything works, no one judges, it's your runway.



BY WAY OF SPETSES:

# More than a name

*A way of moving through a place that shapes you*

As I was designing this shirt, I wanted to reflect on what Spetses actually feels like — something beyond a random island. Spetses is where the Greek Revolution sparked, it ran the schools that shaped a nation, it was where the King and royals across Europe spent their summers. It has 400 years of history, which you can feel. But it's also where I have the fondest and most joyful memories, where I hug my dear friends after a long flight from North Carolina, where I spend the days getting sizzled by the sun and ending up dancing all night, where I truly find peace. I wanted to create something that passes on that sensation: relaxing, effortlessly elegant, and layered with meaning. Every detail is there to say: This is not just a shirt. This is a place.

1

**LINEN · UNISEX**

*The fabric of island living*

2

**WHITE + STONE**

*Colors of Spetses at midday*

3

**BOAT + FLAG**

*Naval pride, pocket logo*

4

**COORDINATES**

*37.2594°N on the seam*





BY WAY OF

# THE PRODUCT

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## THE FABRIC

100% Linen: The fabric that breathes with the island. Worn rolled-sleeve on the sailboat, then tucked into dinner at the Old Harbour. If it's not wrinkled, you're not wearing it right.

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## THE PALETTE

White sea-wash with fine natural-ink pinstripes. Honoring the staple whitewashed Spetsiot walls in houses. Unisex cut: making it effortless and versatile. Something that everyone can wear, where you can belong.

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## THE POCKET LOGO

A small chest pocket bearing an anchored boat alongside the Spetses logo. The Kaiki (traditional Greek wooden sailboat) is the island's maritime identity. The sleeve reads: "Freedom or Death" our battle cry since the Greek revolution of 1821 – won by the island's dedicated naval battles

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## THE SEAM

37.2594° N · 23.1570° E printed along the left inner seam. Not for the world to see. For the person wearing it to know exactly where they belong.

# Design Inspiration



**The Kaiki**

*Traditional Oil Painting Spetsiot wooden sailboat | Goulandri Museum*



## Dapia town & Old harbor

The illustrations which capture the island's toned: the warm rooftops, white walls, anchored boats, and pine-covered hills — the exact palette and feeling the shirt aims to carry.



## THE SPETSES FLAG

### Sky blue field

The true color of the Aegean sea

### Red border

Blood of our ancestors who fought

### Cross

Symbol of Greek Orthodox faith

### Serpent

Enemy to be defeated

### "ΕΛΕΥΘΕΡΙΑ Η ΘΑΝΑΤΟΣ"

"Freedom or Death" — the battle cry

## 01 FRONT POCKET



Pocket Close-Up

The island of Spetses rendered as a wearable emblem — worn quietly over the heart.

## 02 BACK OF SHIRT



Island Map · Greek Flag

The outline of Spetses overlaid with the Greek flag — placed centre-back as a bold statement.

## 03 SLEEVES



Left & Right Sleeve Detail

"Freedom or Death" These words run the length of this sleeve and won us our country back. They still live in every person, every stone, every harbour, every wave in Spetses.



# THE RIGHT PARTNERSHIP

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As I thought about what could anchor this shirt into something real, my mind kept racing back to the Spetses Regatta. The summer event where the island is most itself. The Classic Yacht Regatta draws over 10,000 people around the world into the Old Harbour, every June. As well as a massive tourist attraction, it's also a moment of pride and joy anticipated for the locals. The island doesn't just host it... it becomes it.

**75+**

*vintage & classic boats*

**JUNE**

*Old Harbour, Spetses*

**2011**

*regatta founded*

**#1**

*classic regatta in Greece*



**spetsesclassicregatta**

Spetses, Greece



**4,823 likes**

Spetsesclassicregatta meet me at the finish line 🚤🚢

[#spetses](#) [#bywaofspetses](#) [#classicyachtregatta](#) [#spetsiots](#) [#aegean](#) [#linen](#) [#islandlife](#)

📍 Old Harbour, Spetses · Regatta Week, June

## THE SOCIAL CAMPAIGN

1

### THE SILENT LAUNCH — one week before

No announcement or any backdrop. The shirt organically appears through visuals. A fisherman picking up his nets at the dock at dawn wearing it. The sewing process filmed - hands, thread, linen, natural sounds. A Yiayia hanging it on the balcony with the morning laundry. Nothing said. No tag. The island & everyone starts wondering...

2

### THE STYLING WAVE — days before the race

PR packages go out. Sailors wear it working the boats - sleeves rolled, rope in hand. Influencers style it every way: over a swimsuit, buttoned up for harbour dinner, half-tucked at dusk on a cobbled street. The taverna owner spotted in it during service, now waiters wear it. Each post is original and different. No brief. Versatility is the campaign, embracing it within

3

### THE DROP — final race day, Old Harbour

Available all day during the final race. The crowd is already there, already excited, already watching, already wanting it. The energy of the finish line carries the drop. Getting the shirt feels like winning. One run. No restock. If you were there, you got it. That's the point.

# WHY IT WORKS

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CULTURE

## Attendance is “mandatory”

The event of the summer needs no formal introduction, the hype is already built, so is the shirt. People don't need a souvenir — they appreciate recognition. The shirt isn't made for those who visited once and posted a story, it's made for those that care, dare and explore. It's made for those who grew up watching the boats come in, helping them anchor, and shed blood tying knots. During Regatta week, the Old Harbour is Spetses' beating heart. Boatyards are overflowing, locals on their balconies people-watching, tavernas packed until dark, good vibes blowing like the wind. The shirt becomes the artefact of a moment that carries gravity & history to pack with you.



EXCLUSIVITY

## 24 hours. One chance.

No restocks, No online shopping, No delivery. This drop is fostering real connections. By Way Of is built on surprise and scarcity. The event makes the shirt feel discovered in the right place. It represents the values that have been frozen in time since 1821 — you had to be there, in order to appreciate it. This creates an element of value to the shirt while making it feel like a worthwhile experience, attracting guests to come back for more.



PARTNERSHIP

## Honoring local artists

Every artist, designer, and maker involved in this collaboration is from Spetses — made in Greece. Not out-sourced, not flown in, they are the backbone of the island's spirit. LNKL, a local designer and someone I look up to, who grew up reading this island's visual language, will handle all the graphic design. Aiming for someone who doesn't need a mood board to understand the brief, they are creating from within. Following the launch, Malvina will run the sales. She is a dear friend and operates the busiest boutique on the island, which brings real expertise, and carries the kind of local trust that no budget can manufacture. This is more than a clothing drop, it's a celebration of the island & the people that make the place special.

Thank you - Hope you enjoyed this personal journey!