



SS25  
LOOKBOOK

True sustainability  
requires synergy between  
nature & innovation.

When developing our fabrics and garments, we are greatly inspired by the harmony and balance of nature and responsible innovation. Thus everything we curate is a result of calculated, purpose-driven choices.

While synthetic fabrics serve different purposes, nature-based ingredients offer physical and emotional durability. *Each pair of jeans in this collection was crafted and designed to withstand trends and be cherished for years to come.*

Our vital motivation is to balance responsible innovation with natural harmony.



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**HONOUR** *IT*

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Inspiration: The nostalgia we experience when reminiscing about wearing our parents' clothing during our childhood.

CONCEPT 01

Celebrating denim's ever-present role in fashion without shouting for attention, HONOUR IT melds the classic elements of jeans with contemporary touches and high-tech, smart, and responsible innovations.



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A basic trucker jacket and straight pair of jeans feature how jeans age over time. These garments tell the story of aging, with one portion washed and the other left raw. This comparison vividly demonstrates how usage affects the garment over time. The worn-in 3D look with zero formaldehyde resin and green chemistry-certified enzymes used conserves water and energy. It stands out as the undeniable champion of our collection and is a must-have for trendsetters. It boasts a vintage appearance and is defined by its timeless aesthetic and enduring quality.

FABRIC ONE

3293Q-RF-ECO-BC

Courtney Retro Blue

Weight (oz) +/- 5% | 13.75

Weave | 3/1 RHT

Color | Retro Blue

**99% Better Cotton,**

**1% Elastane**

FABRIC TWO

3621E-R- W-ECO

Godzilla Mars Blue

Weight (oz) +/- 5% | 13.75

Weave | 3/1 RHT

Color | Mars Blue

**100% Cotton**

**HONOUR *IT***







This sleeveless boat neck dress features patch pockets and is crafted from two different shades of fabric, each washed in three distinct shades (dark, medium, and light). It accentuates the waist and complements one's figure. The overall style captures the essence of vintage American fashion while remaining relevant in today's era. The conventional stone wash with bleach is applied to the panels before stitching. This choice appeals to the style-savvy, offering an extra level of comfort. It combines a genuine, reliable denim appearance with comfortable stretch, allowing you to enjoy all-day comfort.



**FABRIC ONE**

3878B-RF-ECO

Dazzler Mars Blue Plus

Weight (oz) +/- 5% | 13.75

Weave | 3/1 RHT

Color | Mars Blue Plus

**99% Cotton , 1% Elastane**



**FABRIC TWO**

8540-RF-CF-W-ECO-BC-GRS-OCS-51

Musketeer Classic Blue BC GRS OCS-51

Weight (oz) +/- 5% | 13.75

Weave | 3/1 RHT

Color | Classic Blue

**51% Organic Cotton,**

**28% Better Cotton, 20% Second Life**

**PIW™, 1% Elastane**

**HONOUR *IT***



TOP

8497J-RF-W

Dewald Black Bottoming-102

Weight (oz) +/- 5% | 5.25

Weave | 1/1 Plain

Color | Black Bottoming-102

Chambray for tops.

An authentic looking rigid fabric.

Soft touch.

Bright blue color.

Lighter weight.

**100% Cotton**

BOTTOM

An authentic, cozy stretch fabric with a soft, subtle texture, clear twill lines, and a vibrant bright blue hue. Made from Soorty's Second Life PCW™ fibers, a brand of recycled cotton products by Soorty Enterprises. We are revolutionizing textile production by recycling discarded fabrics into regenerative cotton fiber, providing innovative solutions for denim-to-denim and circular textile manufacturing.



50053D-RF-W-ECO-GRS

Santner Pulse Blue GRS

Weight (oz) +/- 5% | 13.5

Weave | 3/1 RHT

Color | Pulse Blue

**79% Cotton, 20% Second Life**

**PCW™, 1% Elastane**

**HONOUR *IT***





TOP

8124A-RF-ECO

Sedum Mars Blue Plus

Weight (oz) +/- 5% | 7.5

Weave | 2/1 RHT

Color | Mars Blue Plus

**100% Cotton**

Loose shirt with notched collar, big patch pockets, and roomy sleeves. This style depicts the vintage American vibe and the rinse wash binds the whole look. Rinse wash is done with Tonello® Core. Rigid fashion look: classic denim appeal, timeless and genuine. 2/1 Twill lightweight - meticulously crafted for both style and comfort. Shirting fabric - versatile for various fashion statements. Mid-dark pure indigo. Easy wash for lighter casts: personalize your style effortlessly.



BOTTOM | Cross Hatch

Extra long straight pants with patch pockets and turn-up hem. A never-dying style is honoring the past while still being trendy. Rinse wash is done with Tonello® Core. A genuine, authentic appearance paired with comfortable stretch.



8055-RF-W-ECO-BC-RCS15

Strange Retro Blue W BC RCS-15

Weight (oz) +/- 5% | 12.5

Weave | 3/1 RHT

Color | Retro Blue

**84% Better Cotton, 15% Second Life**

**PCW™, 1% Elastane**

**HONOUR *IT***









## TOP

N-RF-ECO-3935A-FS

Romario Frost Blue

Weight (oz) +/- 5% | 5.5

Weave | 1/1 Plain

Color | Frost Blue

**88% Cotton,**

**12% Linen**

Chambray fabric designed for tops with an authentic, rigid appearance, a soft touch, and a light, bright blue color. Dyed using Smart Indigo technology in our fully automated plant, replacing heavy chemicals with electrochemistry.



## BOTTOM

Bi-stretch black overdyed fabric, enhanced with CIRCULOSE® from Renewcell, derived from 100% textile waste like worn-out cotton jeans and production scraps. Second Life PCW™, Soorty's proprietary recycled cotton fibers, and SOCI, Soorty's organic cotton initiative, contribute to sustainability. Features clear twill lines, medium stretch, and a soft touch.



8535A-RF-CF-SD201-W-ECO-GRS-SOC  
Essential Move Black OD Black Circ-SOC

Weight (oz) +/- 5% | 12.75

Weave | 3/1 RHT

Color | Black

**59% SOCI, 20% Second Life PCW™,**

**12% CIRCULOSE®, 6% T-400,**

**3% Elastane**

# HONOUR *IT*



## TOP

G-175E-GS-W

Khaleesi Ecrú

Weight (oz) +/- 5% | 6.75

Weave | Herring Bone

Color | Ecrú

**100% Cotton**

Highlighting a classic herringbone design with a soft, comfortable touch, this fabric's versatility makes it suitable for various types of clothing, including tops, bottoms, and dresses, also suitable for garment dyeing.

## BOTTOM

Premium fabric with a luxurious soft touch, composed of TENCEL™, LENZING™ ECOVERO™, cotton, and linen. Exhibits an authentic-looking rigidity with a noticeable shine and glaze. The bright blue color is achieved through Smart Indigo technology, our innovative method that reduces indigo use in our automated plant while replacing heavy chemicals with electrochemistry.



N-RF-ECO-7009J-MR

Kiko Mars Blue

Weight (oz) +/- 5% | 12.25

Weave | 3/1 RHT

Color | Mars Blue

**28% Cotton, 31% TENCEL™,**

**32% ECOVERO™,**

**9% Linen**

# HONOUR *IT*







**LIVE IT**

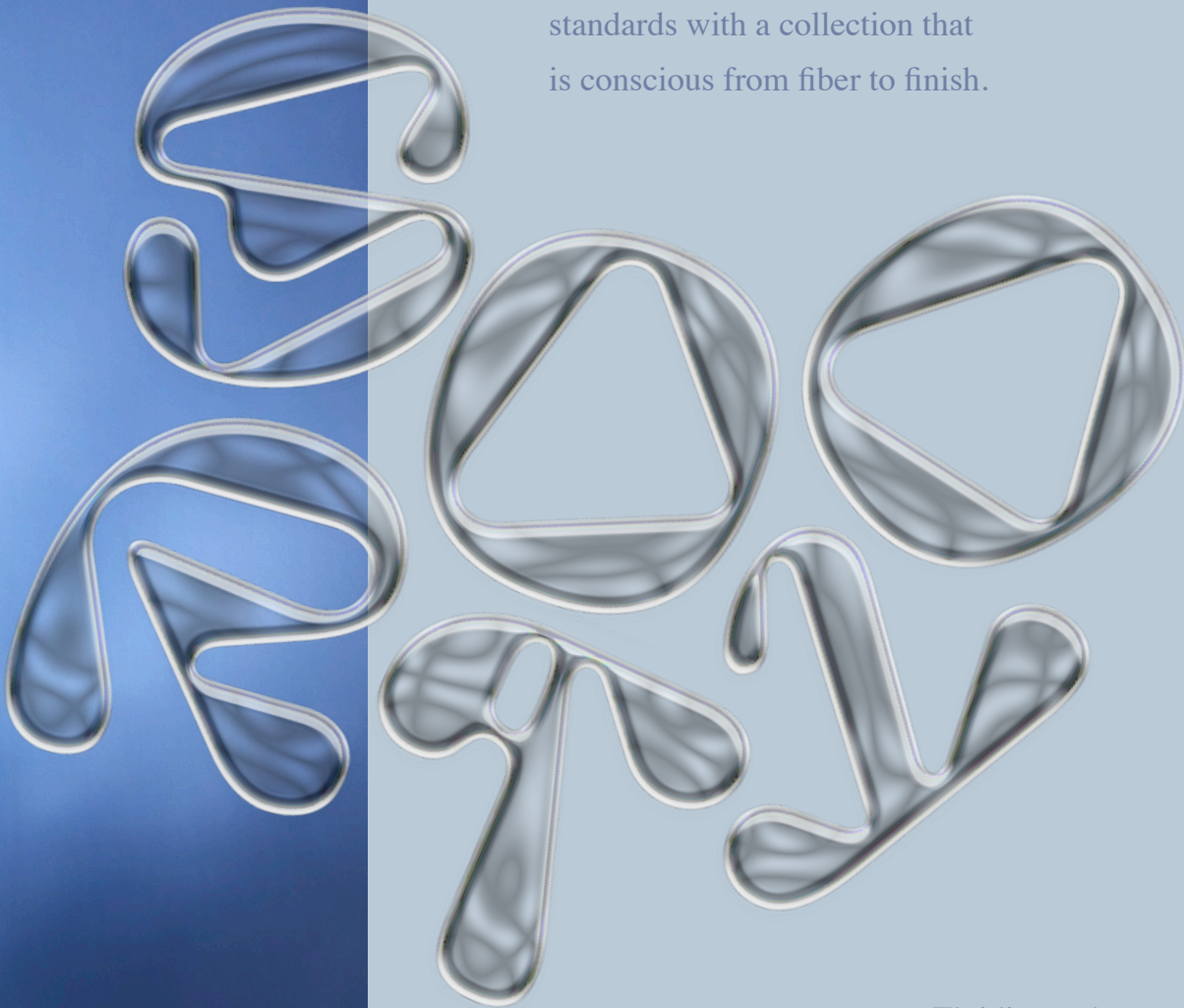
## CONCEPT 02



A denim concept curated for a world where the consciousness of the environment and society reign supreme.



Embark on a transformative journey with LIVE IT to explore the realms of responsible fashion and redefine industry standards with a collection that is conscious from fiber to finish.



. Fluidity and versatility for high performance, blurring the lines between sportswear & denim

. High quality, durable clothes that are made with love, made to last

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LIVE IT



TOP

8498G-RF-W

Adeline Black Bottoming-101

Weight (oz) +/- 5% | 7.5

Weave | 3/1 RHT

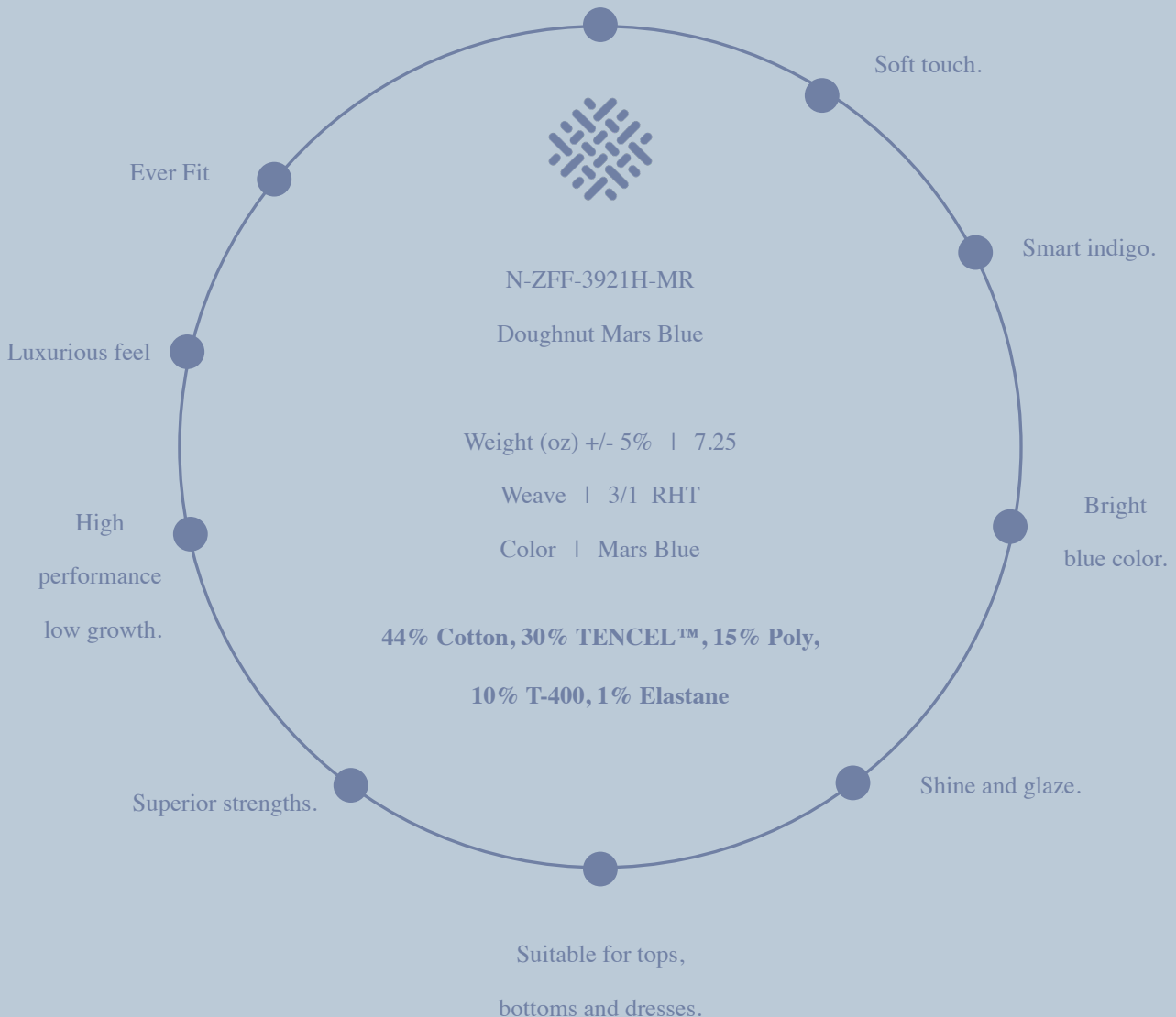
Color | Black Bottoming-101

**70% Cotton, 30% T-400-A**

Experience the comfort of stretch without the stretch itself, thanks to LYCRA® DUAL COMFORT technology. We offer LYCRA® lastingFIT technology and LYCRA® TOUGH MAX™ technology, ensuring durability and a perfect fit. For denim which also features COOLMAX® CORE Technology by the COOLMAX® Brand. This lightweight fabric is designed for tops, bottoms, and dresses, presenting a vibrant bright blue color, a soft touch, and an authentic appearance.



BOTTOM



**LIVE IT**



TOP

N-OMB-3982E-EC

Cotter Ecu

Weight (oz) +/- 5% | 5.25

Weave | 1/1 Plain

Color | Ecu

White chambray fabric blended with linen for added texture and a soft touch, delivering an authentic appearance with a natural look.

**88% Cotton, 12% Linen**

BOTTOM



N-PFGD-4045F-EC

Curtis PFGD

Weight (oz) +/- 5% | 6

Weave | 1/1 Rib Stop

Color | PFGD

**100% Cotton**

Ribstop weave.

Soft touch.

Garment dyed.

Suitable for tops, bottoms and dresses.

**LIVE IT**





TOP

3293Q-RF-ECO-BC

Courtney Retro Blue

Weight (oz) +/- 5% | 13.5

Weave | 3/1 RHT

Color | Retro Blue

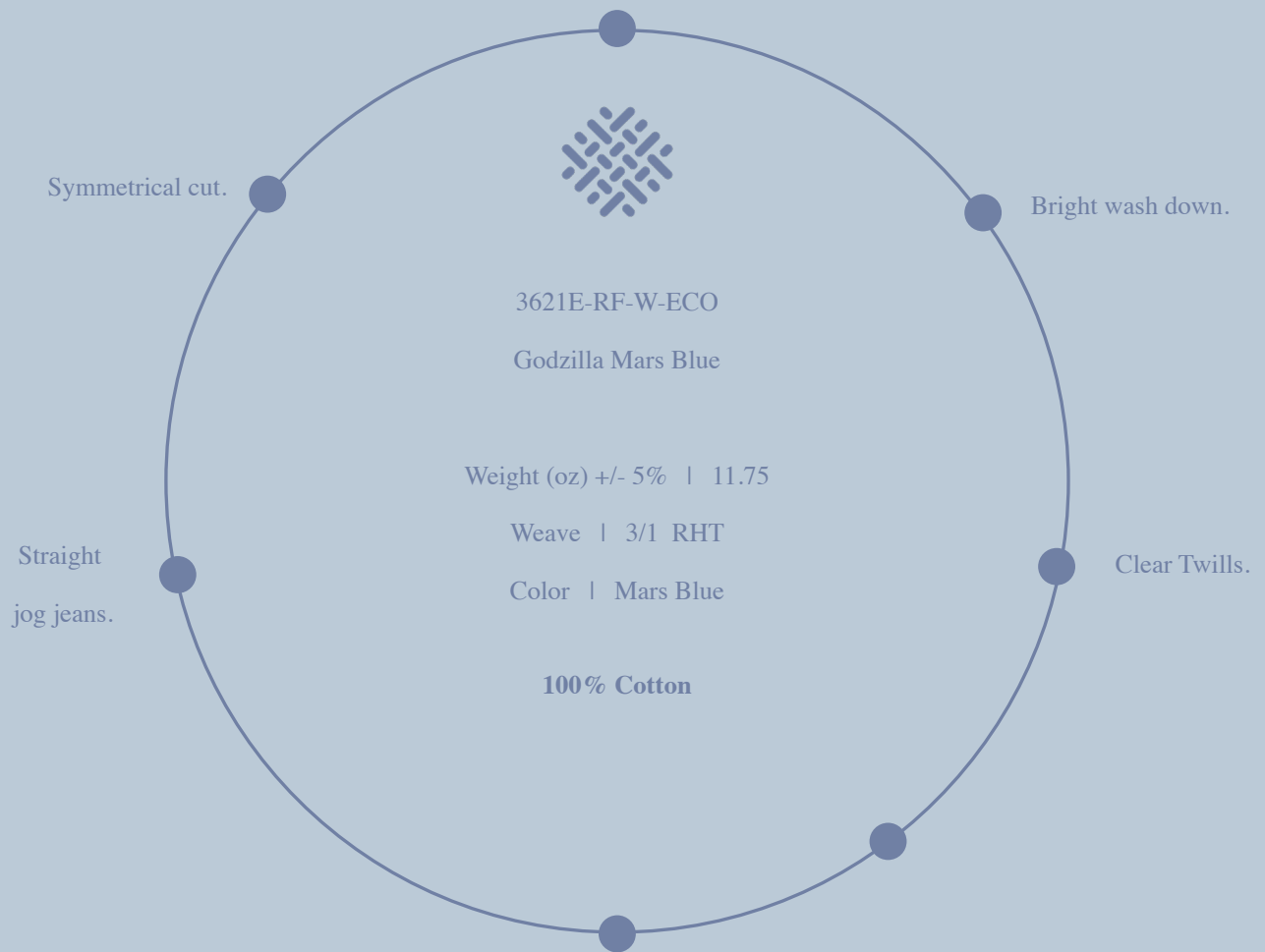
**99% Better Cotton,**

**1% Elastane**

The zipper hoodie stands out with its rectangular pockets, meticulously adorned with double-needle stitching for a sleek and functional design. We achieved a bright wash-down effect using FadeO, our groundbreaking new denim laundry innovation that creates bleaching effects without the use of bleach. This bright wash, featuring clear twill lines, will make you stand out while retaining the authentic denim look and feel.

stand Reconnect  
with

BOTTOM



FadeO; our groundbreaking new denim laundry innovations which gives bleaching effects without the use of bleach.

**LIVE IT**



TOP

N-PFGD-4039EC-BC

Cayman PFGD BC

Weight (oz) +/- 5% | 10

Weave | 3/1 RHT

Color | Ecu

**69% Better Cotton,**

**30% TENCEL™, Elastane 1%**

This shirt brags an oversized patch pocket, expertly dyed in a striking reactive grey, complemented by a fascinating laser ripple technique for a fashion-forward look. Reactive dye with a laser pattern. Stretch for added comfort. Gives the wearer a gentle and soft tactile experience and an authentic and genuine appearance.

BOTTOM



N-RF-ECO-3502-MR-BC-RCS-15

Strange Mars Blue-BC-RCS-15

Weight (oz) +/- 5% | 12

Weave | 3/1 RHT

Color | Mars Blue-A

**84% Better Cotton, 15% Second Life PCW™,**

**1% Elastane**

Smart Indigo.

Light acid wash  
by Tonello®.

OEKO-TEX®  
eco passport  
certified indigo.

Distortion is  
by laser.

Double-needle  
stitch.

Comfort.

Second Life™ PCW

**LIVE IT**







## TOP | MEN

8498J-RF-W

Atkinson Black Bottoming-101

Weight (oz) +/- 5% | 7

Weave | 3/1 RHT

Color | Black Bottoming-101

### **90% Cotton, 10% Linen**

Experience the exceptional comfort of our lightweight cotton-linen blend fabric, beautifully designed in a striking bright blue hue. This fabric exudes an authentic, timeless charm, making it the perfect choice for crafting stylish tops that effortlessly blend comfort and style.

## BOTTOM | MEN

8124BA-RF

Gus Mars Blue Plus

Weight (oz) +/- 5% | 7.75

Weave | 2/1 RHT

Color | Mars Blue Plus

### **93% Cotton, 7% Linen**

An authentically styled rigid fabric, expertly crafted from a blend of cotton and linen for a soft touch, in a vibrant bright blue shade. Versatile and suitable for creating tops, bottoms, and dresses with enduring appeal.



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## BOTTOM | WOMEN

8124BA-RF

Gus Mars Blue Plus

Weight (oz) +/- 5% | 7.75

Weave | 2/1 RHT

Color | Mars Blue Plus

### **93% Cotton, 7% Linen**

A genuinely designed sturdy textile, skillfully constructed using a combination of cotton and linen to provide a gentle feel, available in a lively and vibrant shade of bright blue. It is versatile and suitable for crafting enduringly appealing tops, bottoms, and dresses.

**LIVE IT**



TOP  
 N-ZRF-ECO-7070C-DP GRS  
 Estella Deep Blue GRS  
 Weight (oz) +/- 5% | 10  
 Weave | 3/1 RHT  
 Color | Deep Blue

**61% Cotton, 20% Second Life  
 PCW™, 10% Poly, 8% T-400,  
 1% Elastane**

Introducing 'EverFit': A high-performance fabric designed for minimal growth, offering superior strength and subtle slubs for added character. The deep indigo color is achieved through our innovative Smart Indigo technology, reducing indigo with electrochemistry and eliminating heavy chemicals in our fully automated plant. Crafted with Second Life PCW™ fibers, sourced from discarded cotton jeans and production scraps from our own shredding plant.

BOTTOM



**LIVE IT**





MEN TOP

483GB-RF-W-ECO

Cobain Blue

Weight (oz) +/- 5% | 11

Weave | 3/1 RHT

Color | Classic Blue

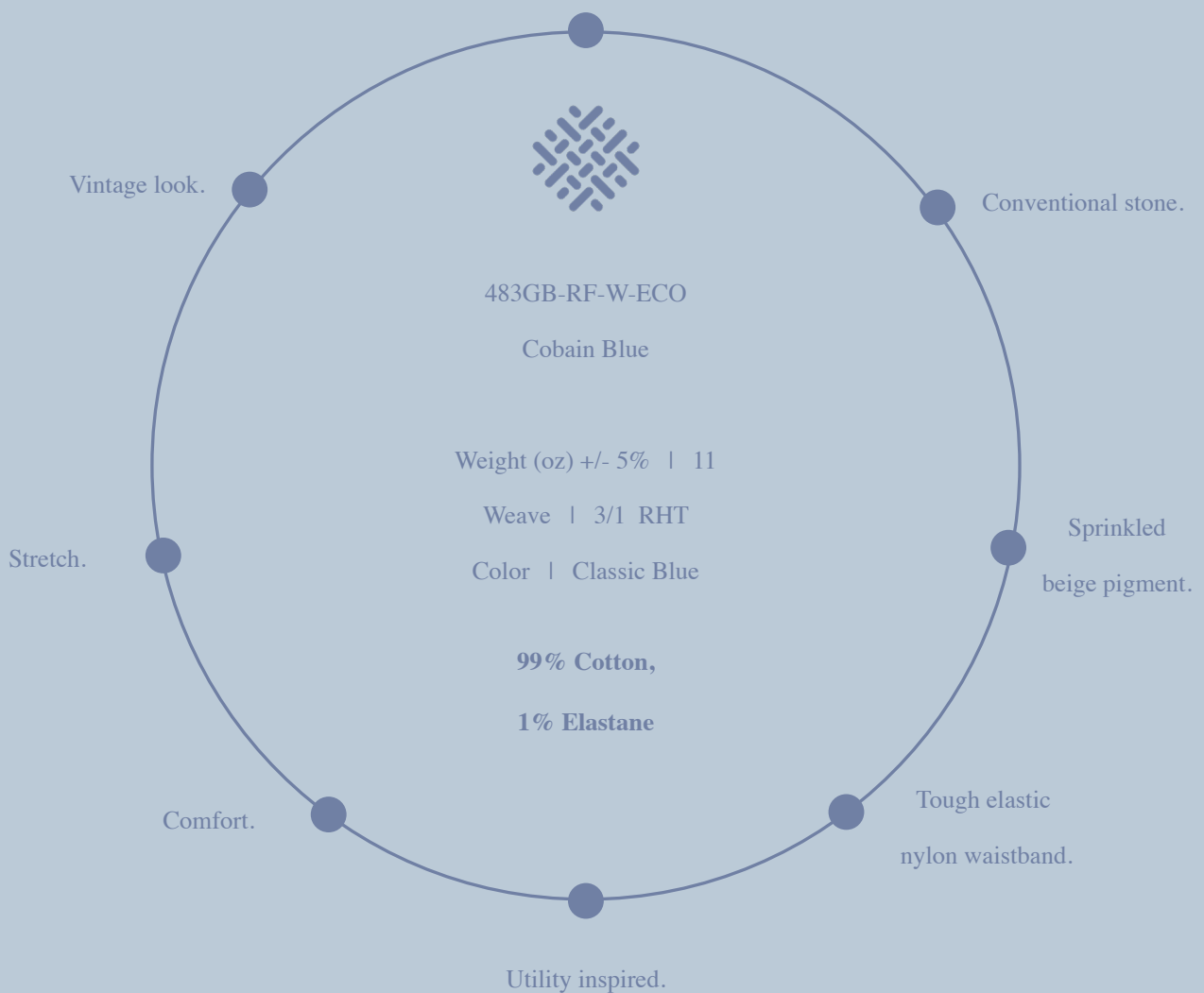
**99% Cotton, 1% Elastane**

Unleash your style with this relaxed bomber jacket, which highlights the asymmetrical placement of oversized bellow pockets for an aggressive edge. The detachable sleeves makes it flexible and adaptable at all times.

The vintage look is achieved through conventional stone. Beige pigment sprinkled on the jacket for an added touch of worn-in feeling.

Reconnect  
with  
your  
style

MEN BOTTOM



**LIVE IT**



WOMEN TOP

3293H-RF-W-ECO-BC

Godzilla Retro Blue

Weight (oz) +/- 5% | 12

Weave | 3/1 RHT

Color | Retro Blue

**100% Better Cotton,**

Oversized vest designed with enclosed pockets for enhanced functionality. A bright wash-down achieved through FadeO. Our sustainable O-Bleaching technique, in which the ozone in the air is dissolved in water and the indigo is degraded during washing. A style that exudes genuine, timeless authenticity. Bright wash down: a wash that radiates sophistication, and gives a fresh sheen. And clear twills that give the trademark look of denim.

WOMEN BOTTOM



**LIVE IT**







TOP | BOTTOM

MEN

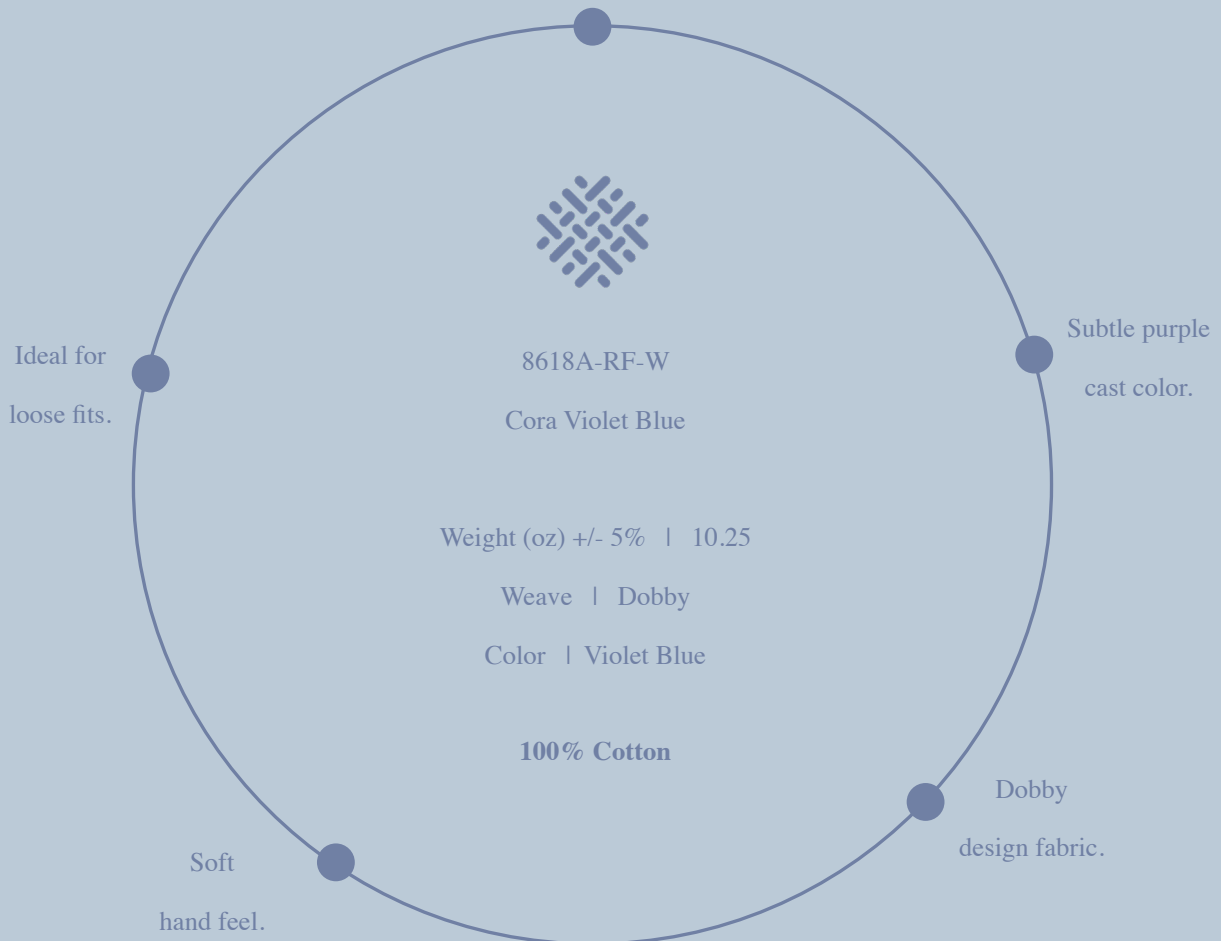
Dobby design fabric with a striped appearance.

Ideal for trendy, effortless looks. Loose fit and soft hand feel.

Developed with a subtle purple cast color.

Versatile for use in both tops and bottoms.

Suitable for tops and bottoms.





TOP | BOTTOM

Smart indigo - Our smart technology where we reduce indigo in our fully automated plant, replacing heavy chemicals with electrochemistry.

We produce our own liquid indigo that is granted an ECO PASSPORT by OEKO-TEX®

Suitable for tops, bottoms, and dresses.



**LIVE IT**





A scenic view of a sandy dune covered in green grasses and small pink flowers under a cloudy sky. The dune is the central focus, with a path of sand leading up to it. The foreground is filled with dense green vegetation and numerous small, bright pink flowers. The sky is a pale, overcast blue with soft, white clouds. The overall mood is serene and natural.

**BE** *IT*

A daring denim collection for the new generation who embraced denim with confidence and a sense of humor, breaking free from the conventional norms.



Celebration of individuality for customers who seek more than just a garment but look for character, substance, and brands that resonates with their identity.

CONCEPT 03

. Break free from norms by innovating fearlessly

. Flamboyant & fun innovations

. Oversize silhouettes that blur the lines between his and hers









TOP

An unconventional denim top that defies traditional norms, fusing artistic flair with rugged elegance to make a striking fashion statement.

Part of Soorty's humAIn collection which was designed in a human & AI collaboration.



3878B-RF-ECO

Dazzler Mars Blue Plus

Weight (oz) +/- 5% | 12.25

Weave | 3/1 RHT

Color | Mars Blue Plus

**99% Cotton,**

**1% Elastane**

BOTTOM

High energy - low growth.

Crafted for high energy with low environmental impact, this fabric is developed using a blend of sustainable materials including Second Life PCW™ fibers sourced from worn-out cotton jeans and production scraps, COOLMAX® Ecomade, and CIRCULOSE® – a branded dissolving pulp made from 100% textile waste with high cellulose content, such as discarded cotton jeans and production scraps. It offers a soft and luxurious touch while maintaining a commitment to sustainability through zero-waste water dyeing, resulting in a rich, vibrant indigo color.



8289D-DS-W-GRS

Bentley ZWW Deep Blue GRS

Weight (oz) +/- 5% | 12.25

Weave | 3/1 RHT

Color | Zero Water Deep Blue

**32% Cotton, 22% CIRCULOSE®, 20% Second Life PCW™, 25% COOLMAX® Ecomade, 1% Elastane**

**BE IT**



TOP

A denim hoodie finished in a uniquely vibrant and captivating color splash, redefining casual comfort with a bold and artistic twist. LYCRA®

DUAL COMFORT technology, LYCRA® lastingFIT technology, LYCRA® TOUGH MAX™ technology, COOLMAX® CORE Technology (COOLMAX® Brand). Stretch without stretch.

Prepared for garment dyeing.



N-PFGD-3873Z-EC

Duri PFGD

Weight (oz) +/- 5% | 8.75

Weave | Knit Weave

Color | Ecrú

70% Cotton,

30% T-400A

BOTTOM

Black Theory.

An authentic looking rigid fabric.

Does not involve rope dyeing. Reduces dependency on resources: 29% less water, 35% less steam, 29% less energy and 50% less chemicals compared to conventional processes. Reacts very well to laser, enables quick wash and provides beautiful visuals coming from the high contrast in wash downs coming. Clear twill lines.



G-172B-FF-SD201

Oaklee Black

Weight (oz) +/- 5% | 9

Weave | 3/1 RHT

Color | Black

100% Cotton

Rebalance  
Our  
Diverse  
TNO

BE IT





## ONE-PIECE

Crafted with meticulous precision, this sleeveless denim dress in a captivating shade of Carolina Blue is a true work of art. It showcases intricate appliqué work and elegant embroidery, incorporating a delightful array of blue hues. The dress tells a compelling story of a courageous hummingbird, leaving its comfortable habitat to reach for the moon in pursuit of its dreams, accompanied by loyal butterfly companions.

This dress is not only a stunning piece of fashion but also a narrative of aspiration and dreams. Unparalleled comfort with a gentle touch, likes denim twills, and enjoys the rigidity of denim.



3293CJ-RF-ECO

Penelope Retro Blue

Weight (oz) +/- 5% | 10

Weave | 3/1 RHT

Color | Retro Blue

**100% Cotton**

**BE IT**

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## TOP & BOTTOM

The cargo crop women's jacket combines functionality with a unique design aesthetic. It boasts bellow pockets, providing extra storage space while showing the perfect amount of skin. The jacket features shoulder straps adorned with metal rings, adding a touch of elegance to its design. Dyed in a captivating terracotta red inspired by the colors of spring and summer, it exudes a warm and earthy appeal. For added versatility, a side hook is included, allowing for various styling options, and a rectangular metal ring at the back ensures convenient hanging when not in use.

The mid-rise cargo pants are both practical and stylish. They boast eight functional pockets to accommodate all your essentials. Dyed in a rich terracotta red, they make a bold statement. Additionally, they feature straps with metal rectangle rings and an adjustable belt that can double as a harness, adding versatility to your outfit. Enjoy a luxurious tactile experience, embrace the style of denim in color, and experience the all-day ease with the added stretch. It's more than fabric; it's your signature style.



N-PFGD-4039A-EC

Cayenne PFGD

Weight (oz) +/- 5% | 10

Weave | 3/1 RHT

Color | Ecu

**64% Cotton, 30% TENCEL™,**

**5% T400, 1% Elastane**

Rebalance  
Our  
Diverse  
Trends

**BE IT**







## TOP & BOTTOM

An oversized workwear jacket that stands out with its practical design. It boasts a flap opening on the sleeves and features multiple functional pockets, making it as utilitarian as it is stylish. The jacket is treated with an overdye technique, giving it a vintage appearance by strategically blocking the core denim. Snap buttons are thoughtfully added to the sleeves, allowing for easy ventilation during hot summer days. A genuine, authentic appearance paired with comfortable stretch to let you enjoy all-day comfort.

The loose, baggy-fit pants offer both comfort and functionality. They come equipped with extra pockets at the bottom, making them ideal for carrying essentials during daily commutes and trips. The pants combine style with practicality by featuring a chino pocket design and are treated with an overdye technique with strategic blocking. Unique details such as trashes and appliqué patches add a distinctive touch to the overall design. Brown overdyeing on a light base is done on the jacket to give an extreme vintage look. The trashes is done through laser.



3878B-RF-ECO

Dazzler Mars Blue

Weight (oz) +/- 5% | 13.75

Weave | 3/1 RHT

Color | Mars Blue Plus

**99% Cotton,**

**1% Elastane**

**BE IT**

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TOP

Experience the genuine appeal of this rigid fabric, now with an added layer of softness and defined clear twill lines. What sets it apart is the infusion of cotton, Tencel Lyocell™, Ecovero™, and Second Life PCW™ fibers, derived from recycled cotton jeans and production scraps, underscoring our unwavering dedication to sustainability.



8615A-RF-ECO-RCS-10

Amaya Exuma Blue-RCS-10

Weight (oz) +/- 5% | 12.75

Weave | 3/1 RHT

Color | Exuma Blue

**77% Cotton, 13% ECOVERO™,**

**10% Second Life PCW™**

BOTTOM

Highlighting a prominent slub character, this fabric offers an authentic-looking comfort stretch with a soft touch and clear twill lines. It's made using Second Life PCW™, Soorty's brand of post-consumer waste fibers sourced from worn-out cotton jeans and production scraps. With its vibrant blue color and eco-friendly approach, it's dyed using our Smart Indigo technology, reducing indigo use and replacing heavy chemicals with electrochemistry.



N-DH-7071B-HH-GRS

Mendis Heather Blue GRS

Weight (oz) +/- 5% | 12.75

Weave | 3/1 RHT

Color | Heather Blue

**64% Cotton, 20% Second Life PCW™,**

**14% Polyester, 2% Elastane**



**BE IT**





## BOTTOM

Introducing a white high-stretch fabric that effortlessly stretches and exhibits remarkable resilience. It guarantees a comfortable fit with a soft touch and has received approval for LYCRA® FREEF!T® and LYCRA® SHAPING technology. Furthermore, it ensures long-lasting performance and is suitable for garment dyeing.



G-165H-GS-W

Madeline Ecrú

Weight (oz) +/- 5% | 12.5

Weave | 3/1 RHT

Color | Ecrú

**91% Cotton, 6% T-400,**

**3% Elastane**

**BE IT**

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