



DENIM X.0

naveenda[®]
DENIMIZE TOMORROW



Delivering high quality innovative products
relevant to today's and tomorrow's consumers
while driving change for a sustainable future.

Building on our heritage, we constantly push
the boundaries of the denim industry,
uniting tradition with innovation,
technology with design, form with function.



WEB 3.0, INDUSTRY 4.0, DENIM 4.0 WHAT'S NEXT?

If you think Industry 4.0 is the epitome of industrial revolution – think again. Today, the very notion of industry itself is evolving. The solution is not another industrial revolution, but rather constant transformation in both the things we make and the way we make them. This is the “always new” black. And this is the way forward for us. This is DENIM X.0.

TO IMPROVE IS TO CHANGE, TO BE PERFECT IS TO
CHANGE OFTEN.

REINVENTING POSSIBILITIES

As an old fashion rocker, denim relentlessly transforms. It is not only always back, it is constantly augmented. Today, as a *rebel with a cause*, it is at the forefront of fashion in design, innovation and sustainability. Our new collection is about the ever-evolving nature and yet-to-be-discovered future of denim and the possibilities it represents. For the planet. And for us.

DENIM X.0 brings together new constructions, new fibres, new colors, new processes... always ahead of time and future needs and expectations.

It is about rethinking what is possible and reshaping the future through innovation, co-creation and ethics while helping our clients reimagine theirs.

X IS THE LIMIT

Through DENIM X.0, we do not only adapt to change but also “be the change”, embracing innovation as a transformational tool.

We are out to change the industry and the limit is our own imagination. We constantly explore new possibilities using traditional craftsmanship techniques combined with state-of-the-art technology. We take the years of experience and wisdom from our elders to make sure every last detail is perfect.

Using new technologies, we work with customers, employees and partners on a whole new level.

AN X STATE OF MIND: IDEATE, INSPIRE & CO-CREATE. WITH PURPOSE.

We believe that the future is not just about the Internet of Things but also the interaction of people. Today's and tomorrow's challenges can only be solved with a collaborative, innovative, sustainable model that creates value for everyone. And true innovation is co-created.

We constantly team up with other partners to expand our knowledge together, create better solutions and to promote change in the industry.

We link progressive design with technical innovation, making innovative and beautiful products in a clean, transparent way. Together.



CONNECTING ETHICS WITH AESTHETICS

We believe that sustainability cannot exist without ethical practices that are constantly updated relevant to the time in which we live.

Ethics asks “what is a good society and how do we achieve it”? Aesthetics examines the nature of beauty. Why can't beauty be a call to action?

DENIM X.0 explores the harmony of ethics and aesthetics, featuring products that cause the least possible damage to the planet, while still giving the consumer an aesthetic satisfaction. It is dedicated to the telling of beautiful, effective stories that provoke and support conscious consumerism, unifying *environmentally sound with stylish*.







A man in a dark lab coat and blue jeans is climbing a vertical metal beam. He is wearing black sneakers and has a white lab coat with a scalloped collar. In the background, a woman in a dark top and blue jeans stands on a higher metal beam. The scene is set in an industrial or construction environment with various metal structures and beams.

SCIENCE X THE BLUES



Innovation: Imagine the future and fill in the gaps.

SCIENCE X THE BLUES

Technology constantly changes the way we live. And denim evolves with it. Why stop at smart phones when you can have smart denim? Science X The Blues provides versatile fabrics which can be dressed up or down, smart or casual, with a high flexibility to maximize your performance throughout the day, prioritizing comfort and freedom of movement... in style.

FASHIONABLY FUNCTIONAL AND SMART FABRICS
THAT BREAK CONVENTIONAL BORDERS
AND MAKE ROOM FOR LIFE.













XOXO BLUES



The revolution will look fabulous

XOXO BLUES

Dressed up or down, denim is designed to inspire. It moves you past your limitations and it feels as comfortable as you do in your own skin. Versatile enough to be worn for pretty much any occasion, and as soft as a mother's touch, XOXO Blues fabrics are designed for a sleek look and maximum comfort, spoiling your body with a silky hand feel.

EXCEPTIONALLY BLENDED AND ENGINEERED FABRICS
THAT OFFER THE ULTIMATE TOUCH AND SOFTNESS.







A woman is shown from the waist up, leaning back against a wooden structure. She is wearing a red top with a scale-like pattern and blue jeans. Her face and neck are also covered in the red scale-like pattern. The background is a light, textured wall. The text "THROWBACK BLUES" is overlaid in white, bold, sans-serif font across the middle of the image.

THROWBACK BLUES

Heritage is the privilege of reinvention

THROWBACK BLUES

Today's innovation is tomorrow's tradition. We believe in connecting both and transmitting a meaningful message to build the future of the authentic denim. Combining traditional constructions, old school yarn character, mid to heavier weights in classic shades, we interchange modern with nostalgic, vintage with new – without sacrificing comfort for fashion.

FABRICS REMIXING RETRO DENIM HERITAGE
TO MODERN DAY LIVING.







A romantic scene of a man and a woman embracing in a field. The man is wearing a denim jacket and jeans, and the woman is wearing a denim dress and a floral headpiece. The image is overlaid with a semi-transparent blue color. The text 'ZEPHYR BLUES' is centered in white.

ZEPHYR BLUES















TRANSPARENT BLUES



Act as if what you're doing makes a difference.
It does.

TRANSPARENT BLUES

The key to understanding the future is one word: sustainability. And sustainability takes forever. That's the point. Inspired by nature and giving back to nature, we constantly strive for *denim that matters*.

Transparent Blues represents our commitment to continuously invent the next *most sustainable denim* both in processes and materials, minimizing the environmental impact of our operations using natural resources in the most efficient way possible.

DENIM "THAT MATTERS" PROMOTING AN ETHICAL, SUSTAINABLE AND CONSCIOUS FASHION INDUSTRY.





WRAPTECH™

BEYOND STRETCH

Naveena's special technology to create high quality stretch fabrics that achieves multi-fiber properties of strength, elasticity and comfort.



EASYFIT™

FEEL GOOD

Stretch denim fabrics, combining easy stretch and excellent shape retention, with high elasticity. With less compressive force than typical stretch fabrics, they provide a perfect fit and a wider fit window.



REFLEX™

BODY TALK

A four-way stretch fabric, REFLEX responds instantaneously to any movement of your body, even before you realize it. Up and down, left or right, no matter what direction you move in, it moves with you and remains in place... as naturally as your reflexes.



FLEXITECH™

FREEDOM OF MOTION

Smart stretch fabrics with optimal high elasticity and best performance for everyday wear.



FUSION™

SOFTNESS REDEFINED

Super soft denim thanks to Naveena's unique blend of fibers which gives the fabric a silky touch and maximum comfort.



RECUMBENT™

ENGINEERED SMOOTHNESS

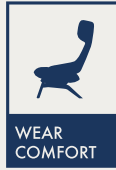
Super soft denim designed for a sleek look and maximum comfort that will spoil your body.



RETROTECH™

SAVAGE BEAUTY

Inspired by retro denim heritage and remixing it to modern day living. RETROTECH provides wear comfort without sacrificing the vintage authentic look.



DUNE™

GRACEFUL LIGHTNESS

Light-as-air fabrics with a clean look, providing extra comfort, soft touch and freshness. As you like them: rigid, comfort or stretch; super-fine or with a slight slub effect.



BEAMDENIM™

MADE BY RAYS

Laser sensitive and easy chip-off fabrics with an authentic look. Saves energy and effort.



HORIZON™

MOST SUSTAINABLE DENIM FABRIC EVER



H2NO™

WATER IS LIFE

H2NO is a ground-breaking innovation for denim supply chain, since it uses ozone and requires no steam, chemical or water in the process. Made in collaboration with Jeanologia.



LESS
CHEMICALS



LESS
STEAM



LESS
WATER



LESS
ENERGY

ALTER FIBERS™

CONSCIOUS INGREDIENTS

Denim made of innovative sustainable fibers,
perfect on your body, easy on the planet.



LOW
IMPACT



ECO
RESPONSIBLE
FIBERS

ZEVOLUTION™

ZERO COTTON, MAXIMUM FEEL

Revolutionary zero-cotton denim made of low-impact fibers, they look, feel, and wear like any other denim, but without the fertilizers and the pesticides.



DENDRITE™

SMART DENIM

The result of our efforts of R&D aiming at smart clothes for smart times. Dendrite presents not only elasticity for comfort, it also offers high moisture wicking and tremendous quick drying to make you feel good.



BIO FUNCTION™

COMBINING FUNCTIONALITY WITH BEAUTY

Made from Emana® fibers, and thanks to its composition with active bio - ceramic crystals, BIO FUNCTION absorbs heat from the human body then returns it in the form of distant infrared rays. These imperceptible waves of natural thermal energy stimulate cutaneous micro - circulation and prove very beneficial to skin. With increased collagen synthesis, the skin is firmer, softer and more elastic, reducing orange peel imperfections. BIO FUNCTION also provides faster muscle recovery and higher strenghts with no additional muscle damage.



COLLAGEN
PEPTIDES



FIRMER &
SOFTER SKIN



REDUCING
ORANGE PEEL

INNOVATION IS CO-CREATED





naveena[®]
DENIMIZE TOMORROW



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