

SPRING
SUMMER
2022



POSITIVE
EMOTIONS

KIPAS DENIM

POSITIVE EMOTIONS BROADEN

PERCEPTION,
ATTENTION,
MOTIVATION,
REASONING,
SOCIAL COGNITION

• POSITIVE EMOTIONS •

E N H A N C E
F U T U R E
G R O W T H
A N D
S U C C E S S



Key Ingredients of Emotional Intelligence

S E L F - A W A R E N E S S

Noticing and understanding emotions in oneself

S E L F - M A N A G E M E N T

Being in control of your behaviors based on your emotions.

S O C I A L A W A R E N E S S

The ability to accurately perceive and understand the emotions of the people around us

R E L A T I O N S H I P M A N A G E M E N T

The ability to connect with others

COMMON POSITIVE EMOTIONS

LOVE

HOPE

JOY

GRATITUDE

INTEREST

SERENITY

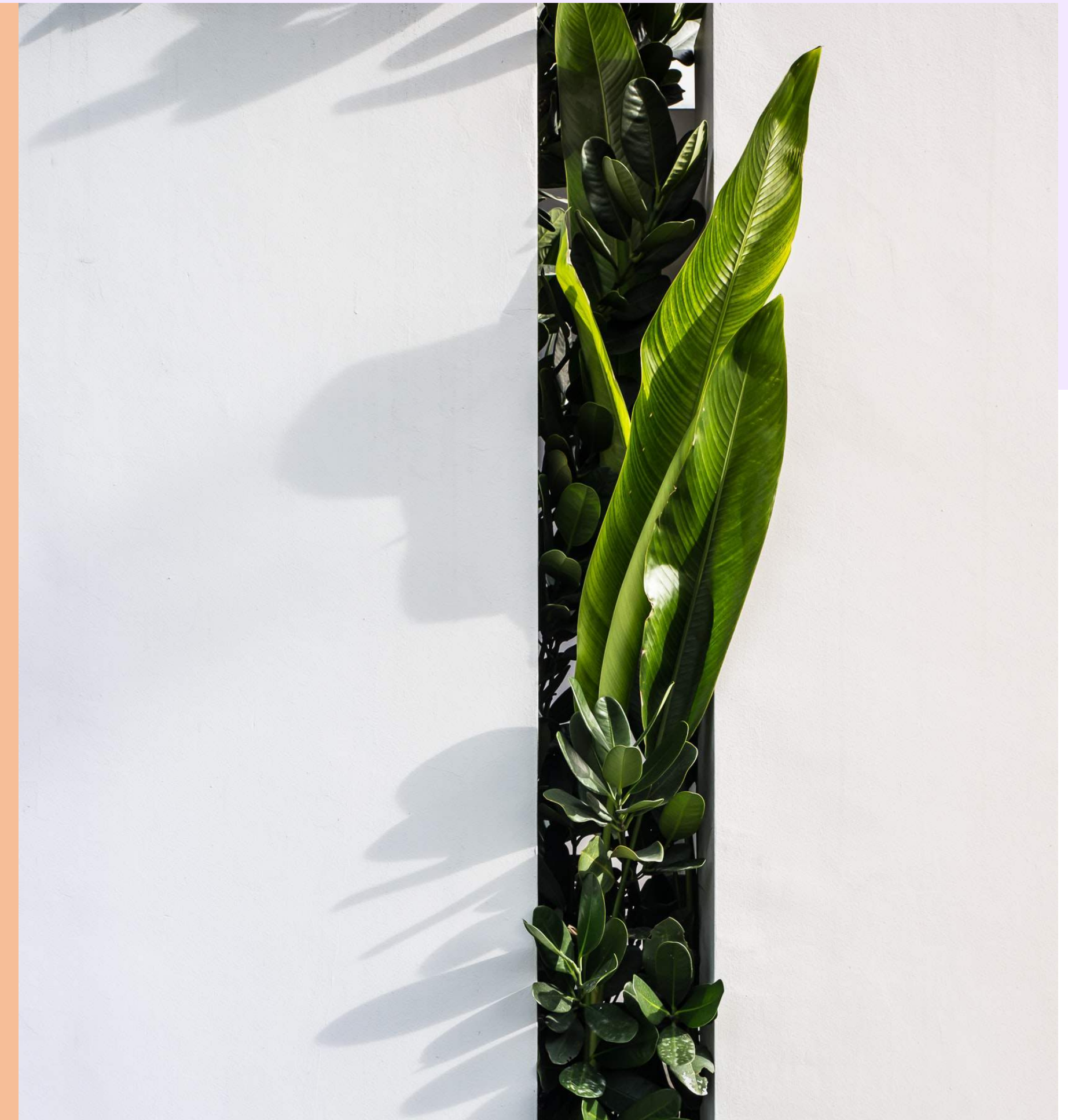
HAPPINESS

AWE

AMUSEMENT

PRIDE

INSPIRATION





POSITIVITY RESONANCE

“The good feeling reverberates or resonates between us”

Barbara Fredrickson

Activities to Foster Positive Emotions

Suggested by Dr. Fredrickson



Do good things for other people.

Appreciate the world around you

Develop and bolster relationships.

Establish goals that can be accomplished.

Learn something new.

Choose to accept yourself, flaws and all.

Practice resilience.

Practice mindfulness.

**MODERN
DESIGN
BOOSTING
SUSTAINING**

DESIGN



HERITAGE

A contemporary approach
to ageless constructions
and resources

Vintage aesthetics with a
more considered and
refined approach

HERITAGE

THE AUTHENTIC
JOURNEY OF DENIM

- Encouraging fabrics that cherish the value of worn-in and well-loved looks and compositions.
- Considered updates of constructions for long-term appeal
- Fabrics with an organic core that engages with nature in well-balanced constructions
- Hero products with a sense of depth that reconnects modern classics with decades of denim.

EMOTIONAL CONNECTION



INNOTECH

Enhanced qualities made with less resources for a more respectful and sustainable future

A collection that recognizes the need to slow down and step back to minimize climate impact and waste

INNOTECH

THE AGE OF
WATERLESS DENIM

- The resourceful way of producing the denim fabric that champions quality
- INNOTECH offers a clean conscience with **NO TRACE OF WATER** during finishing
- Consume 95% less water during the indigo dyeing step with the help of CONSERVBLUE technology
- Fabrics engineered with organic cotton, hemp, and BCI
- Allows cleaner and brighter wash effects.

AUGMENTED

EXPRESSION



FIT-ID

Engineered performance that
fuses the core with yarn
technologies

Identity-driven stretch and
agile denim experience
offering next-to-skin comfort
by reinventing shapewear
technology

FIT-ID

INTERACTIVE
DENIM TECHNOLOGY

- All-day activewear geared to deliver an individual user experience
- 100% elasticity that helps arrange minimal size sets
- Online and offline flexibility during the production process
- Offers extreme flexibility for different body types
- Highly customizable for on-demand size requests

MULTI-PURPOSE

VISION



De-finite

A problem-solving design offering flexible solutions

Fabrics that do more with less with a wide range of possibilities

De-finite

DO MORE
WITH LESS

- Provide means for effective and efficient production with zero shrinkage
- Offer easy to adopt laundry options
- Allow utilizing the same pattern for different levels of washes
- Less possibility of puckering
- The perfect backdrop for raw denim trend
- Allow adjusting recipes quickly when needed.

SENSUAL
QUALITY



DYNAMIX

A sensual update of tactile surfaces

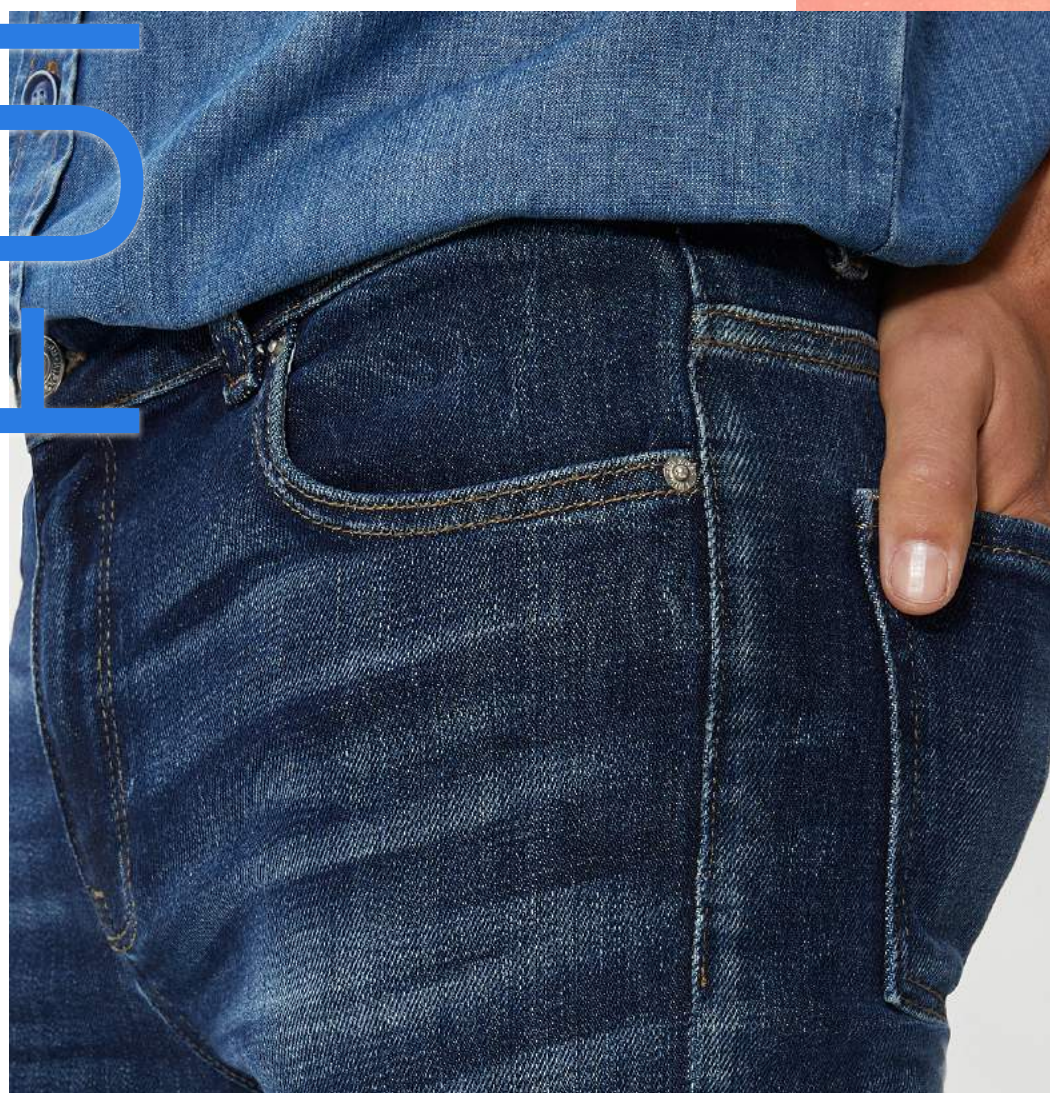
Luxurious handle that taps into pleasure with purpose through softness

DYNAMIX

PREMIUM MOTION
DENIM

- Lightweight fabrics with hybrid compositions
- Summer classics with next-to-skin softness
- Calming and tactile surfaces
- Resourceful in designing sophisticated curved forms
- Fabrics engineered with less cotton approach
- Supreme combination of high elasticity, performance, and silky touch.

PROGRESSION
FUNCTION



ADD-Vantage

Designs with a shared sense of purpose and continuity

Next-level functionality with reduced resources that gets better with age

ADD-Vantage

EFFECTIVELY
SUSTAINABLE

- Fabrics that optimize waste as the revenue with a minimum of 20% recycled content
- Wide widths for a strategic advantage that prioritize sustainability
- Mindful processes that minimize water consumption
- Cost-neutral approach for recycled content
- Aligned conditions to preserve the planet, boost production efficiency, and support growth

PEACEFUL PATTERN



TWENTY- FOUR

Indoor and outdoor mobility
to embrace the self in the
process of new working
patterns

Multipurpose products with
intelligent constructions for
hybrid lifestyles.

TWENTY- FOUR

FREELANCE
DENIM

- Ready-to-go-out loungewear
- Comfortable, versatile, and adaptive fabrics that will encourage peace
- Engineered weaves for ultimate denim feeling at home
- Lightweight textures with hemp, BCI, Ecovero™ contents

RECONNECT
WITH EARTH



Resolution

Working with nature,
in nature, and for nature

Reassuring fabrics that ensure
a powerful sense of oneness
while enhancing the wellbeing

Resolution

GREEN HUB OF
SUSTAINABLE SOLUTIONS

- A restorative approach to compositions with recycled yarns
- Earthy qualities provide a solution-oriented approach to sustainability
- Immersive pathways with a more considered understanding
- Fabrics with skin-friendly fibers such as Chitosan, nettle, kapok, renewcell, SeaCell™ and linen
- Engineered with CiCLO PES and biodegradable solutions



May you live with ease,
May you be happy
May you be free from pain.

May you be safe,
May you be healthy,
May you live with ease and happiness.

May your life be filled with happiness,
health, and well-being.

FROM LOVINGKINDNESS MEDITATION

KIPAS DENIM