

ACTIVIST

AUTUMN WINTER/25





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Activating change through innovative designs and novel approaches. Indigo Activist challenges traditional perceptions of Denim and sets the stage for new possibilities; presenting a Youthful, Dynamic Vision of the Future.

WORKER | SARTORIALIST | NEO-GOTH | URBANIST | ARTIST

BOTANIST | SOFT SOUL | PERFORMANCE STRETCH | HOMEGROUND











WORKER

An avant-garde workwear capsule that reshapes the traditional concept through innovative new shapes, intelligent detailing and next-level durability.

- WORKER DENIM
- WORKER COATED
- WORKER CHINO























SARTORIALIST

Modern and Expressive elegance with this impeccably tailored denim dress narrative, exuding a sense of clean sophistication.

- ENGINEERED RAW
- DEFINITION
- PLUSH















PRESENTING NEW SHADES OF SULPHUR BLACK LAUNDERED BLACK



NEO-GOTH

Black Denim in new oversized silhouettes, washed-down greys and disruptive washes.

LAUNDERED BLACK













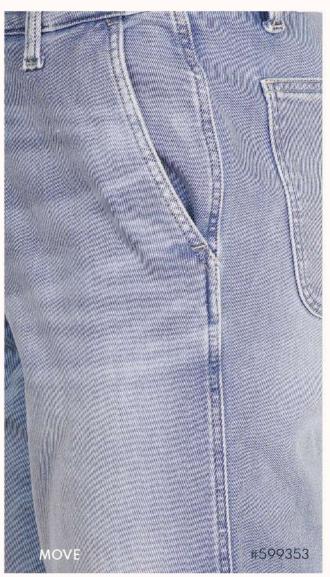


URBANIST

A range influenced by athleticism, seamlessly blending the energetic spirit of sportswear with the relaxed vibe of Denim.

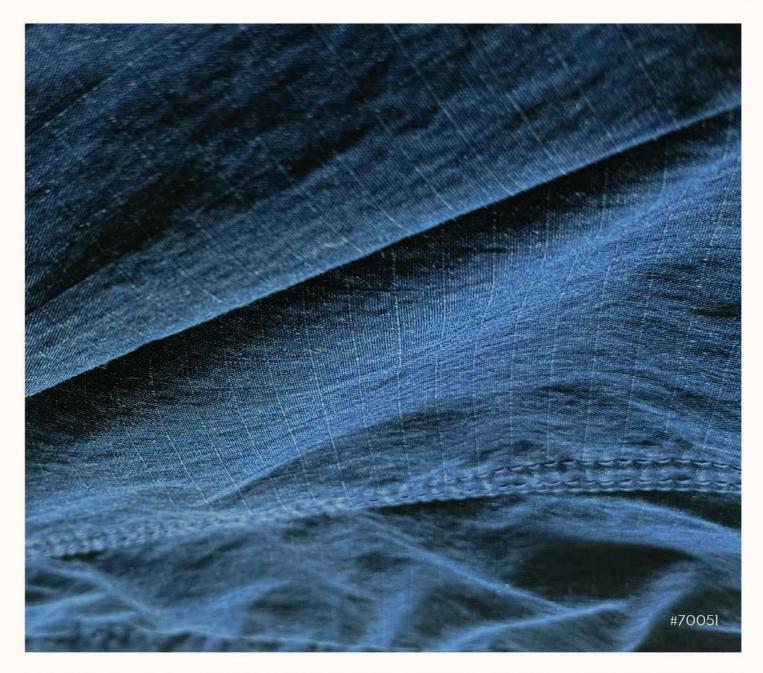
- PLAY
- MOVE TECH-STURE

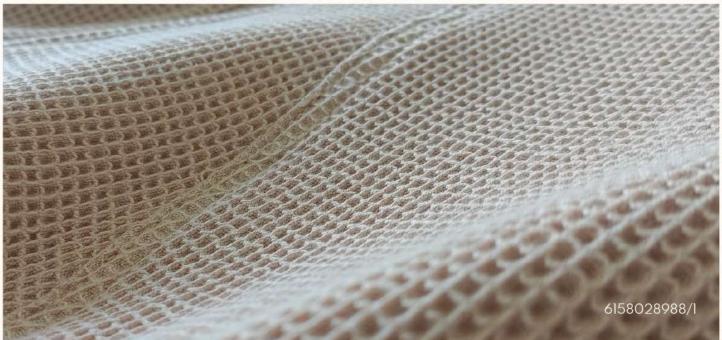




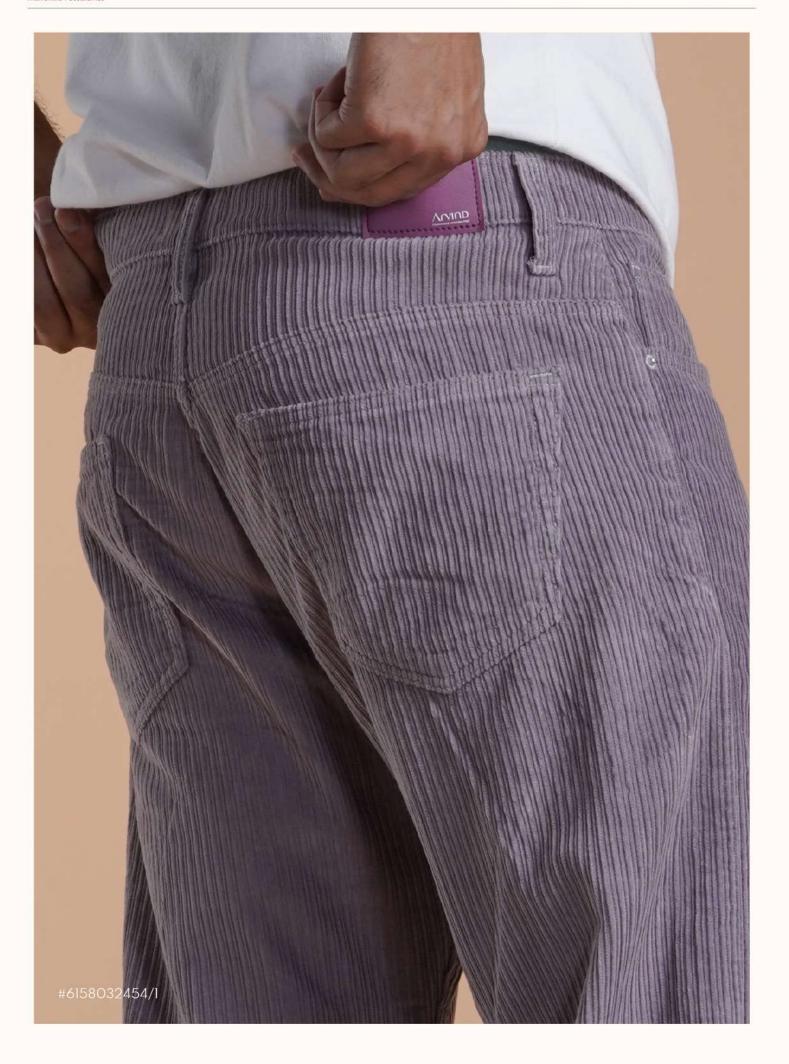














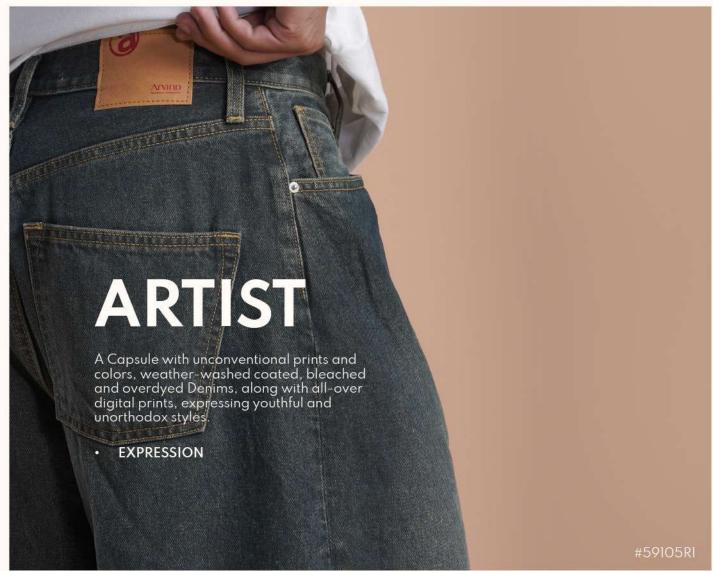




















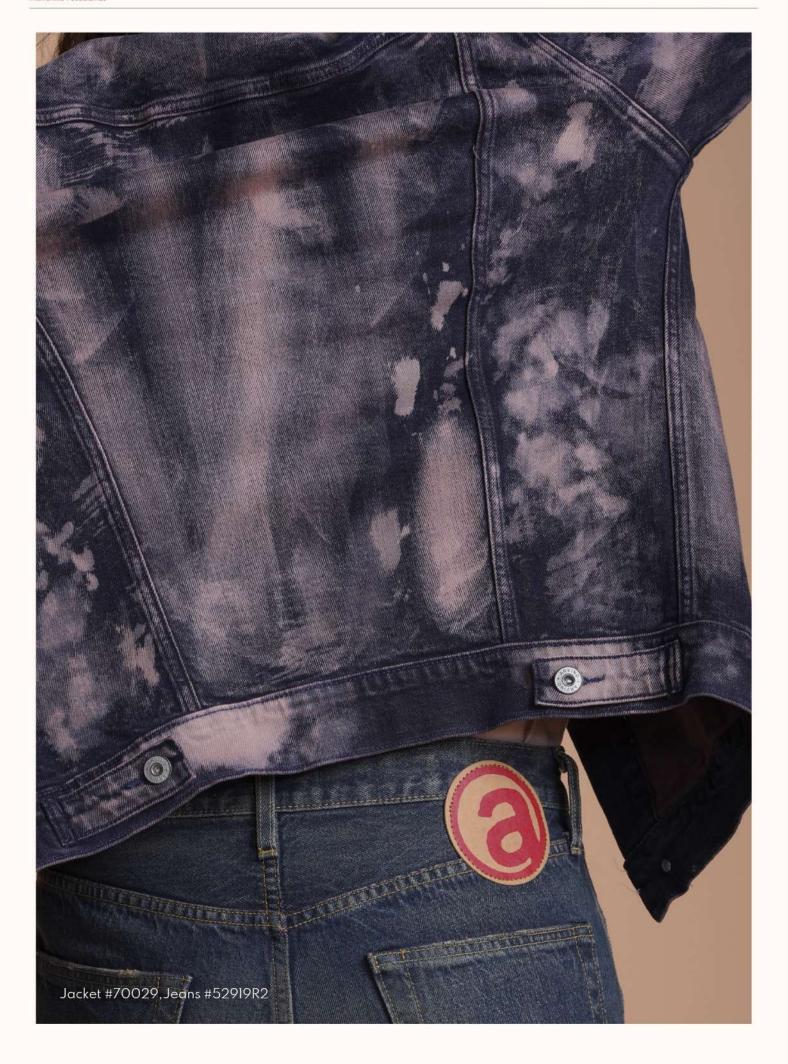




















BOTANIST

The Botanical evolution in our protagonists, embraces seasonal weights, warm hand-feels and rich textures in plant-based fiber of Season-less Linen

















SOFT SOUL

Presenting the aesthetics of a youthful Denim and the feel of inherent softness.













PERFORMANCE STRETCH

Presenting authentic denim with high stretch and 4-way stretch, maintaining its vintage authentic character for all-day comfort.









HOME GROUND

A contemporary collection of Indigo Shirtings inspired by the authenticity and iconic geography of the American landscape.

- THE BUFFALO RANGE
- THE NASHVILLE RANGE









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