



INNERWEAR

The quiet layer that works hardest.

We love
sustainable fashion.
Do Good. Feel Good.

ZERO.AI

EDITORIAL CONCEPT



The range

Six shapes cut from one combed cotton base.



BIKINI BRIEF

COLOUR DIRECTION



THONG



BOYSHORT

Material

Hand, weight and trim, read close up.



KNIT AND PICOT TRIM

MATERIAL DIRECTION



JERSEY AND GAUZE



TONAL AND TICKING

MATERIAL IMAGERY: AI CONCEPT STUDY

Classic neutrals

The programme built to repeat all year.



FULL BRIEF, WHITE

COLOUR DIRECTION 



BIKINI BRIEF, BLACK



BRIEF, BEIGE

PROPOSED RETAIL PACKAGING

Colour

The seasonal route, for gifting and multipacks.



PASTEL PROGRAMME
COLOUR DIRECTION



PINK AND STRIPE
PROPOSED RETAIL PACKAGING



ASSORTED BRIGHTS

Multipacks

One colour carried, or three read through the window.



MIXED NEUTRALS
COLOUR DIRECTION 



CHARCOAL, FIVE PACK
PROPOSED RETAIL PACKAGING



CREAM, FIVE PACK

Pack formats

Single, three, five and ten, in a window carton.



THREE PACK
COLOUR DIRECTION 



SHALLOW DRAWER
PROPOSED RETAIL PACKAGING



TEN PACK

Assortment

How the colours sit together on a shelf.



STRIPE AND SOLID
COLOUR DIRECTION



RIBBED NEUTRALS
PROPOSED RETAIL PACKAGING



STRIPE PROGRAMME

Trim and finish

Flat elastic, picot and bow, set against the cloth.



CLOTH AND CONTRAST

TRIM DIRECTION 



BOW AT THE WAIST



PICOT AT THE LEG

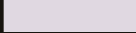
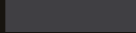
MATERIAL IMAGERY: AI CONCEPT STUDY

Built to repeat

Replenishment is planned, not improvised.



WHITE, CARRIED

COLOUR DIRECTION    



CHARCOAL, CARRIED



COLOUR, CARRIED

PROPOSED RETAIL PACKAGING

TALK TO US

Start with one drawer.

Tell us the shapes you want to carry and the colours you repeat. We come back with a programme and a pack, not a pitch.



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GO DEEPER
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One document for each subject.
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Garments shown are a partner factory production programme. Packaging and pack counts are a proposed direction prepared by ZERO and are not an approved supplier pack. Material imagery is indicative and is not a certified fabric specification.