



ZERO

CARBON INNOVATION

MENSWEAR CASUAL COLLECTION

everyday pieces.
better resolved.



ONE CATEGORY. SIX COMMERCIAL ROUTES.

01

Graphic tees

Everyday graphics.
Clean, considered
and easy to wear.



02

Polos

Smart-casual
staple in modern
piqué and jersey.



03

Sweatshirts

Soft, structured
sweats for everyday
comfort.



04

Hoodies & co-ords

Relaxed fits and
co-ordinated sets
for ease and impact.



05

Overshirts

Lightweight layers
that transition
through the day.



06

Shorts & bottoms

Easy, versatile
bottoms in relaxed
shapes and lengths.





OVERSHIRTS AND SHIRTING THAT COMPLETE THE OFFER.

Light structure, layering value and an easy casual stance.

A checked overshirt, brushed check for soft hand and depth. A solid twill overshirt, a subtle twill weave for structure and durability. A casual poplin shirt, crisp for clean looks and versatility. A relaxed shirt-jacket for easy layering.

Twill, check and poplin. Layer-friendly silhouettes, built for cross-season merchandising.



SOFT STRUCTURE



SWEATS AND CO-ORDS BUILT FOR EVERYDAY USE.



THE RANGE

**01**Crew
sweatshirt**02**

Hoodie

**03**

Jogger

**04**

Short

**05**Relaxed
sweatpant



JERSEY

GRAPHIC TEES THAT CARRY THE RANGE.

Soft hand, easy silhouettes and commercial surface interest.

Washed jersey. Embroidery and print. Single jersey to heavier cotton-rich bases.

Tonal embroidery and low-noise graphics for a more refined expression of brand.

BOTTOMS



FROM RELAXED SHORTS TO EVERYDAY TROUSERS.



THE BOTTOMS RANGE



DRAWSTRING SHORT



CHINO SHORT



JOGGER



CASUAL TROUSER



RELAXED PANT

POLOS, RUGBIES AND ELEVATED EVERYDAY KNITWEAR.

Short sleeve polo

Clean and timeless. Everyday staple.

Long sleeve polo

Sleek layering. Refined comfort.

Rugby top

Heritage stripes. Modern proportions.

Zip neck knit

Smart detail. Versatile layer.

Pique and collar detail

Pique, interlock and compact knits.
Retail-ready collar shapes.

Why it works

Where casualwear gets sharper without
losing comfort. A smart casual crossover.



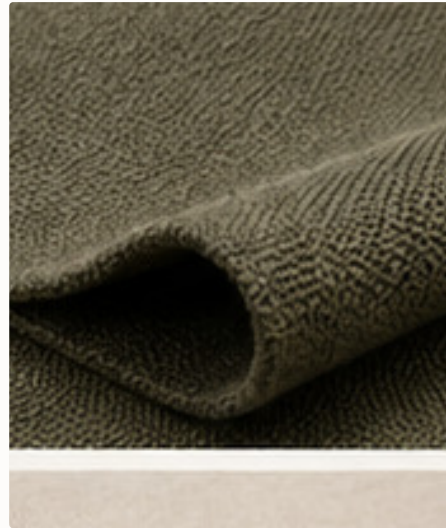


THE MATERIAL SETS THE BEHAVIOUR.



Jersey

Soft, breathable and drapes cleanly.
Washed jersey, single jersey to heavier cotton-rich bases.



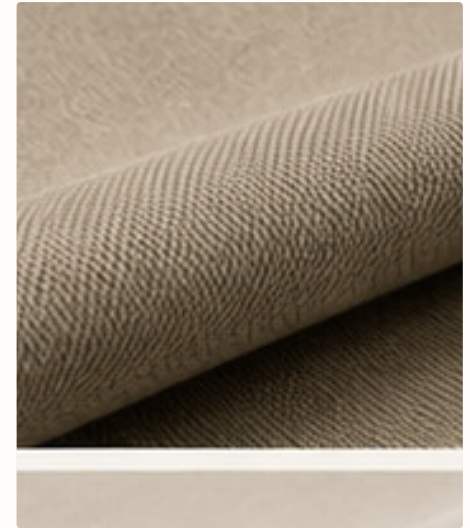
Pique and interlock

Structured yet breathable with a clean hand.
Pique, interlock and compact knits for retail-ready collar shapes.



Loopback and fleece

Comfortable, absorbent and warm.
Loopback, brushed-back and compact fleece constructions.



Twill and poplin

Stable, smooth and built for everyday.
Subtle twill weave for structure and durability. Crisp poplin for clean looks and versatility.



WASHED NEUTRALS, TONAL GRAPHICS, QUIET UTILITY.

PALETTE



Washed
Navy



Stone



Ecru



Olive



Heather
Grey



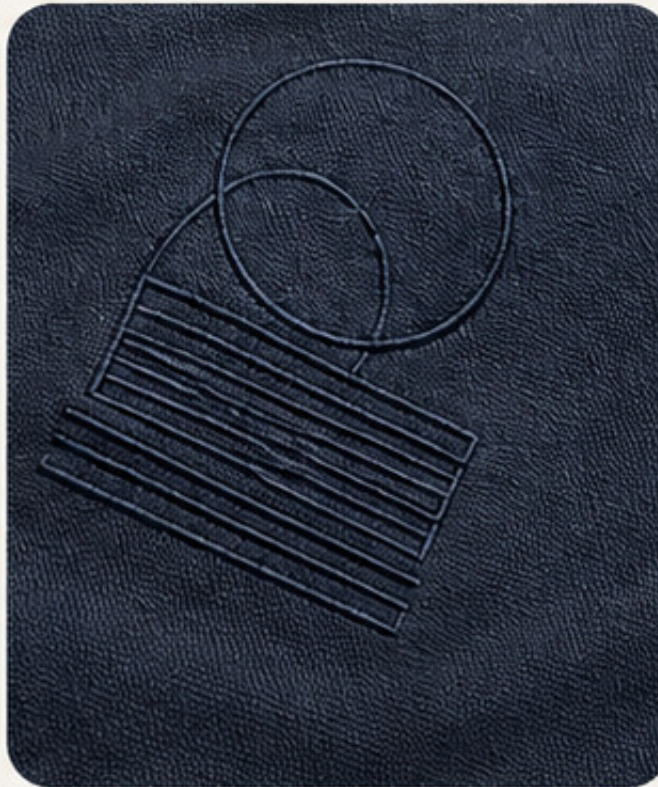
Muted
Taupe



Faded
Charcoal

A washed, desaturated palette that works across seasons and categories.

GRAPHIC DETAIL



Tonal embroidery and low-noise graphics for a more refined expression of brand.

STYLING



Layered, relaxed, and practical.
Neutrals that elevate everyday wear.



FROM CONCEPT TO COMMERCIAL CAPSULE.

ZERO turns category thinking into retail-ready ranges through product, material and execution discipline.



01

creative direction

Market insight, trends and customer needs shape the capsule vision.

02

product development

Silhouettes, fits and details refined for everyday wear and commercial relevance.

03

material selection

Responsible fibres and performance criteria selected to balance comfort, durability and sustainability.

04

sampling and refinement

Samples tested, fit confirmed and details refined to ensure quality and consistency.

05

bulk execution

Scaled production with quality control, on-time delivery and retail readiness.



START WITH ONE CAPSULE



Tell us the styles you want to carry and the calendar you have to hit. We come back with a programme, not a pitch.

Category-led thinking, because we start with the customer and the market. Commercial styling, wearable and retail-ready. Source-to-build execution, end to end, with quality and accountability. Repeatable range logic, built to scale and evolve season after season.



Vishal Behal

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Dhaka · Bengaluru · Delhi

GO DEEPER

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Nineteen documents, one for each subject.

Ask for the one you need.

WE LOVE SUSTAINABLE FASHION.