

Sleepwear

Nightdresses, pyjamas and short sets, cut from three cloths.

We love sustainable fashion.
Do Good. Feel Good.

PRODUCED UNDER LICENCE

24 styles

3 garment types

3 cloth routes, one jersey base



SHORT SET, WORN

SLEEPWEAR

THE THREE CLOTH ROUTES



COOL: LILAC, BLUE, TICKING



WARM: BURGUNDY, ROSE, LINEN



QUIET: PINK, GREY, GINGHAM

The range

Three garment types, one jersey base.

A nightdress, a long pyjama set and a short set, all cut from the same combed cotton jersey. What changes between them is length and print, not cloth.



NIGHTDRESS, ALLOVER



NIGHTDRESS, PLACEMENT



LONG SET, PLACEMENT

Cloth, the cool route

Lilac, blue and a fine ticking stripe.

The cloth decides the programme, not the other way round. The cool route is lilac and powder blue in a soft brushed jersey, with a fine ticking stripe to break them.

It runs across all three lengths.

WHAT THIS ROUTE CARRIES

- The quieter placement prints, where artwork sits on the chest.
- The tonal work, where print and ground are a half tone apart.
- The fine stripe, yarn dyed rather than printed.



THE CLOTH



NIGHTDRESS, STRIPE



LONG SET, CHECK

Placement

Artwork on the chest, cloth left to read.

Chest placement keeps the jersey visible and the licence legible at arm's length, which is how sleepwear is actually chosen off a rail.



NIGHTDRESS, FLORAL



NIGHTDRESS, SOFT



LONG SET, DEEP

Allover

Print across the body, cloth as ground.

Allover work asks more of the cloth: the repeat has to sit flat through the side seam and the hem, which is a knitting and a cutting question before it is a print one.



NIGHTDRESS, MID



NIGHTDRESS, SPOT



LONG SET, FLORAL

Cloth, the warm route

Burgundy, rose and a washed linen.

The warm route runs burgundy through rose to an oatmeal marl, with a washed linen for pieces meant to feel older than they are.

It takes the florals and the heavier allover prints.

WHAT THIS ROUTE CARRIES

- The florals, allover and at scale.
- The heavier prints, which need a ground that holds them.
- The washed linen pieces meant to feel older than they are.



THE CLOTH



NIGHTDRESS, DEEP



LONG SET, ROSE



Character

The licensed programme, across lengths.

The licences sit with the manufacturer. ZERO presents the programme and builds the cloth, the fit and the pack around it.



NIGHTDRESS, RED



NIGHTDRESS, PINK



LONG SET, PALE



Cloth, the quiet route

Pink, grey and a navy gingham.

The quietest route: a chalk pink and a heather grey, with a navy gingham that reads as a check at a distance and as texture up close.

This is the group a buyer repeats, season after season.

WHAT THIS ROUTE CARRIES

- The plainest of the programme.
- The repeats: pieces that sell in the same colour twice a year.
- The gingham, a check at distance and a texture up close.



THE CLOTH



NIGHTDRESS, GREY



LONG SET, CHALK

Colour

Where the three routes land.

Across the twenty four, the colour card is three routes rather than a spectrum. A buyer picks the route, then the prints and the lengths that belong to it.



NIGHTDRESS, TONAL



NIGHTDRESS, GREY



LONG SET, BRIGHT

Short sets

The shortest length, same cloth.

A short set is the same jersey and the same print programme, cut short. It is the piece that sells through summer when the long set slows.



NIGHTDRESS, BLUE



SHORT SET, PLACEMENT

The programme

What a buyer is actually choosing.

Three lengths

Nightdress, long pyjama set and short set, so one buy covers the drawer.

Licensed artwork

Produced under licence by a partner factory. The licences sit with the manufacturer, not with ZERO.

One jersey base

A single combed cotton jersey across all twenty four, so hand and shrinkage behave the same way whatever the print.

Three cloth routes

Cool, warm and quiet. A buyer picks the route first and the prints and lengths that belong to it second.

Placement or allover

Chest placement keeps the cloth visible; allover asks the repeat to sit flat through seam and hem.

Size and fit

One block per shape, graded and fit tested before any print is cut.



CLOTH AND GARMENT, THE PAIRINGS

TALK TO US

Start with one drawer.

Tell us the licences you carry, the lengths you need and the cloth you want them on. We come back with a programme and a print plan, not a pitch.



Vishal Behal

CO-FOUNDER AND CEO

25 years across factory floors and brand rooms, building programmes for some of the world's largest apparel brands.

vishal@zer0.ai



David Williams

PARTNER AND COO

Builds ZERO's affiliate partner network across the world. New origins, new markets, one standard of care.

david@zer0.ai

SOURCE WITH ZERO

hello@zer0.ai
zer0.ai

CONTACT US FOR MORE

ZERO Carbon Innovation Inc
hello@zer0.ai

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One document for each subject.
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The garments shown are a partner factory's production programme, produced under licence by that factory; the licences sit with the manufacturer and not with ZERO. Fabric imagery is an indicative concept study and is not a certified specification.