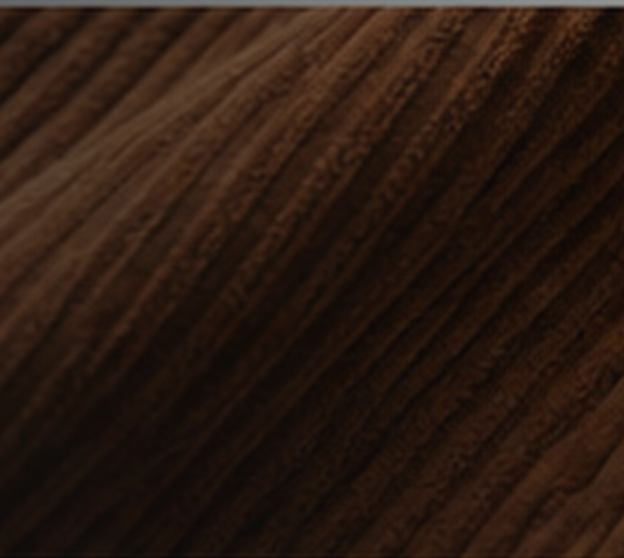




ZERO

CARBON INNOVATION



WOMENS WOVEN CASUALWEAR

soft structure.
everyday femininity.



ONE CASUAL PLATFORM. FIVE FEMININE ROUTES.



01 | Soft woven tops



02 | Shirts and overshirts



03 | Dresses



04 | Denim layers



05 | Relaxed bottoms





BLOUSES AND SHIRTS WITH QUIET MOVEMENT.

Viscose, cotton, dobby and light structure for easy everyday dressing.

A ruffle blouse in viscose dobby, with soft drape, delicate texture and flow. A striped shirt in cotton yarn dye, crisp yet breathable with a relaxed feel.

A printed blouse in viscose, soft, fluid and effortlessly elegant. A clean poplin shirt in cotton poplin, light structure, clean and versatile.



DRESSES



EASY DRESSES, BUILT THROUGH FABRIC HAND.



LONG VISCOSE DRESS



CORDUROY SHIRT DRESS



SOFT PRINTED DAY DRESS

DENIM LAYERS



WASH, TEXTURE AND UTILITY WITHOUT NOISE.





BOTTOMS

RELAXED SHAPES THAT HOLD THE OUTFIT TOGETHER.

Soft casual bottoms, denim, utility and easy trousers built for merchandising flexibility.

Pairs back to blouses, shirts, denim layers and lightweight knits.



THE HAND FEEL CARRIES THE PRODUCT.



Viscose drape

Softness. Comfort comes first. Fabrics should feel good from the first touch.



Cotton poplin

Structure. The right body brings shape, balance and wearability.



Corduroy wale

Wash character. Washes add depth and personality over time. They should age well.



Washed denim

Repeatability. Consistent quality, shade and performance across every lot.



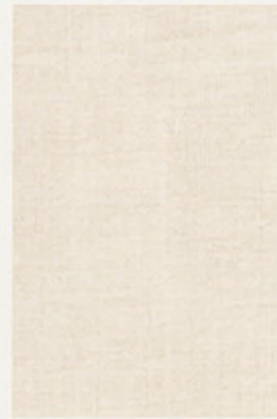
COLOUR AND WASH

SOFT COLOUR. REAL TEXTURE. CLEAR RANGE LOGIC.

A desaturated palette built for blouses, dresses, denim and casual layers.

Ecru, Stone, Washed Indigo and Clay. Soft Berry, Oat, Olive and Faded Black.

Colour works hardest when it helps the range merchandise together.



Ecru



Stone



Washed Indigo



Clay



Soft Berry



Oat



Olive



Faded Black



FROM SOFT IDEA TO RETAIL-READY CAPSULE.

ZERO turns fabric, silhouette, wash and finish into a coherent casualwear programme. Category-led thinking. Material-first choices. Source-to-build execution. Repeatable range logic.



01

creative direction

We set the mood, the palette and the shapes the season will carry.



02

fabric selection

We choose the cloths first, because the hand decides what a silhouette can be.



03

product development

We draw the styles flat and build first patterns against those cloths.



04

wash and fit refinement

We wash, wear-test and re-fit until the garment behaves on the body.



05

bulk execution

We lock the specs, set the quality plan and run the range to the calendar.



START WITH ONE ROUTE



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



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

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Ask for the one you need.