

HAVE  
TASTE  
LOVE  
WASTE

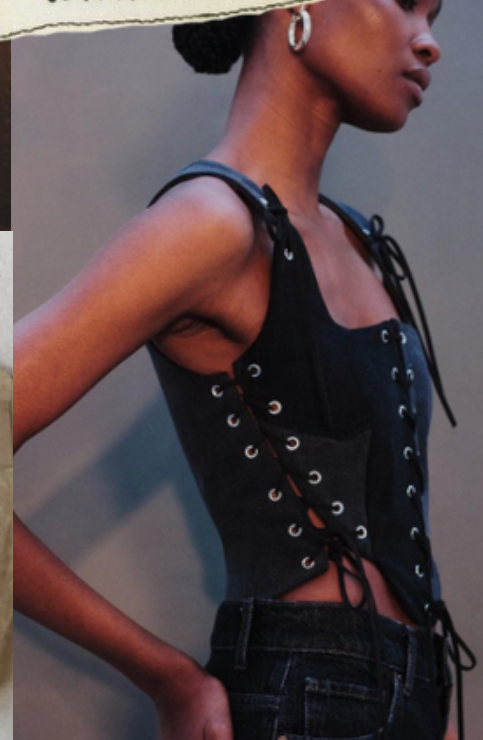


U.S. based brand, Boyish Jeans uses natural plant based dyes

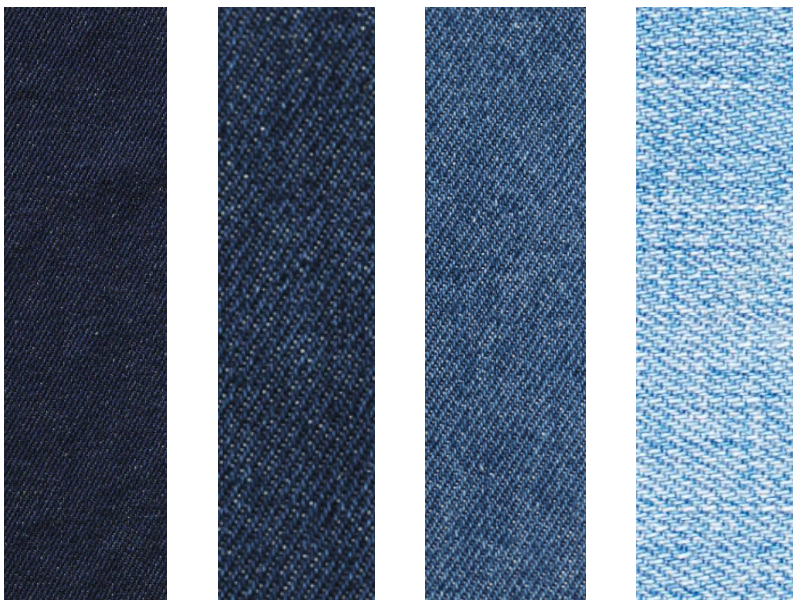


PURE COTTON  
UNIVERSAL SIZE  
MADE IN ARGENTINA  
**CHAIN.**  
HANDLE WITH LOVE,  
MEND WHEN TORN,  
COMPOST WHEN WORN  
WWW.CHAIN.COM.AR

The future of fashion is sustainable. Consumer demand for up-cycled and reworked fashion continues to rise due to the sense of individuality it brings to consumers personal style.



Conscious Consumption:  
The Future of Fashion  
Autumn/Winter 2024/2025



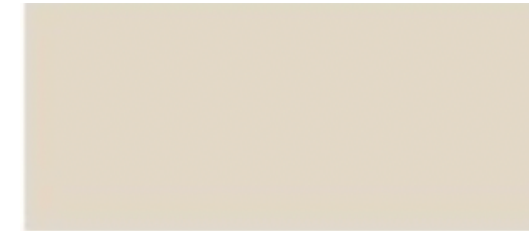
100% Recycled Cotton Denim

Earthy Pigments

Functional beige: use organic and naturally derived shades to build a narrative around utility and the outdoors

Bringing new life into damaged and used vintage denim with a patchwork aesthetic that gives each piece a unique crafted look. This shines a spotlight on this durable fabric while exploring the thriving resale and thrifting markets.

The Next Neutrals:



Chalk

Coloro 034-84-05  
Pantone TCX 12-0304



Oat Milk

Coloro 030-69-10  
Pantone TCX 14-1208



Sustained Grey

Coloro 035-73-04  
Pantone TCX 14-6408



PANTONE®  
17-5722 TCX  
Bottle Green



PANTONE®  
13-4103 TCX  
Illusion Blue



PANTONE®  
19-1531 TCX  
Sun-Dried Tomato



PANTONE®  
19-0201 TPX  
Asphalt



PANTONE®  
18-1441 TCX  
Baked Clay



PANTONE®  
16-1526 TCX  
Terra Cotta

Based on Boyish Denim Motto: At the core of all its collections is a deep commitment to leaving as little impact on the Earth as possible. Its jeans are made using natural plant-based dyes, reducing the toxins that come into contact with the skin while still creating a range of alluring colors. It also only utilizes one-third of the water typically needed to produce a pair of jeans

**Chalk**

Coloro 034-84-05  
Pantone TCX 12-0304

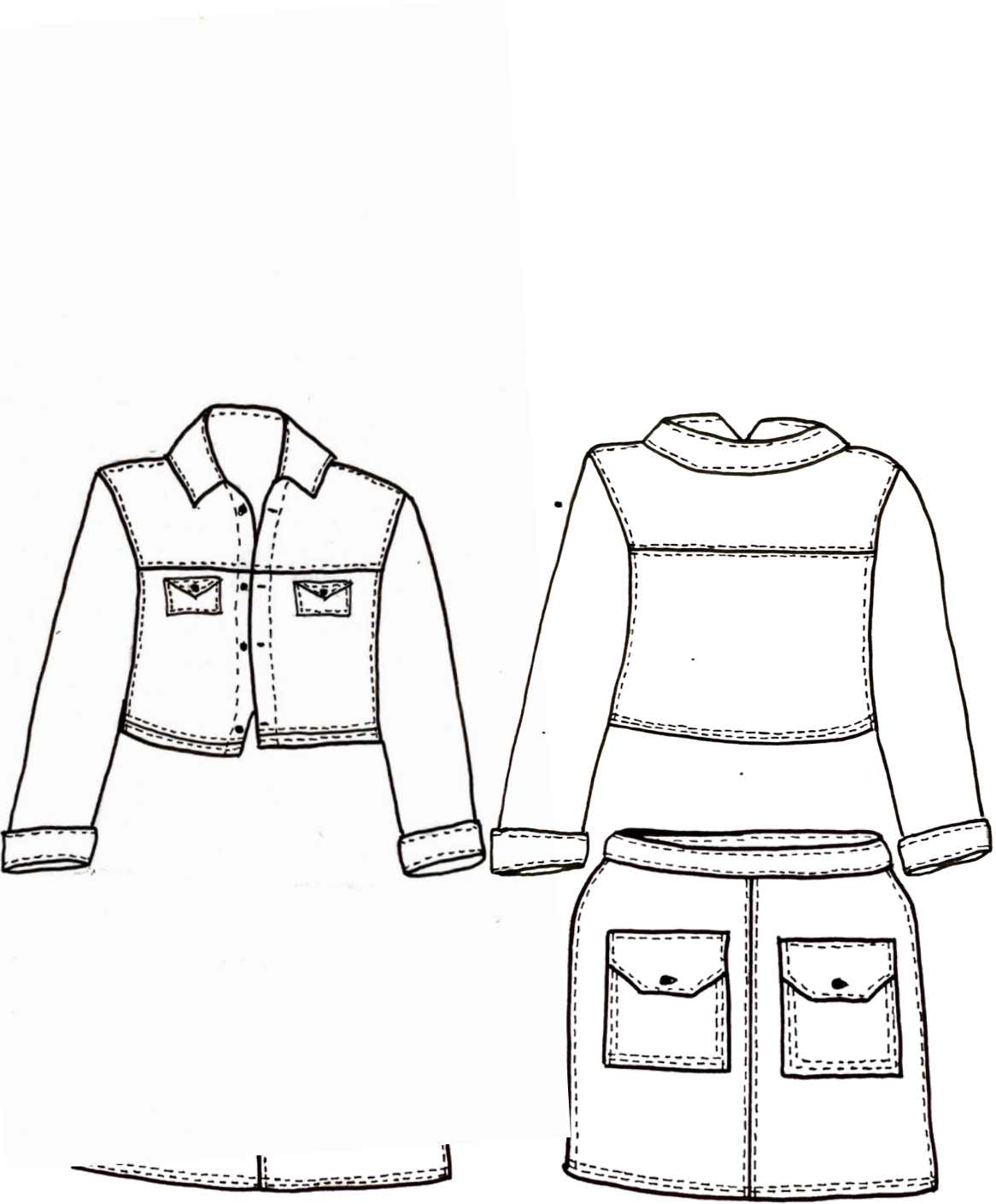
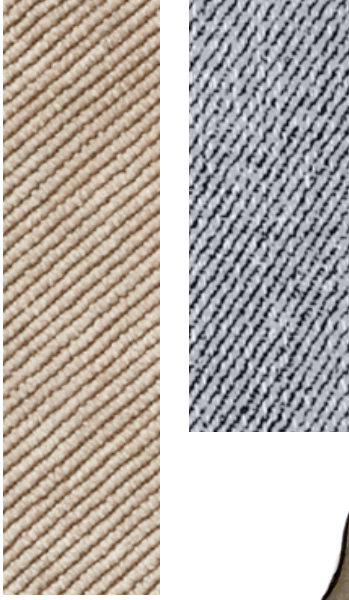
**Sustained Grey**

Coloro 035-73-04  
Pantone TCX 14-6408

**PANTONE®**

18-1441 TCX  
Baked Clay

100% Recycled Denim



Untraditional pocket designs

Matching set for a classic put together look.

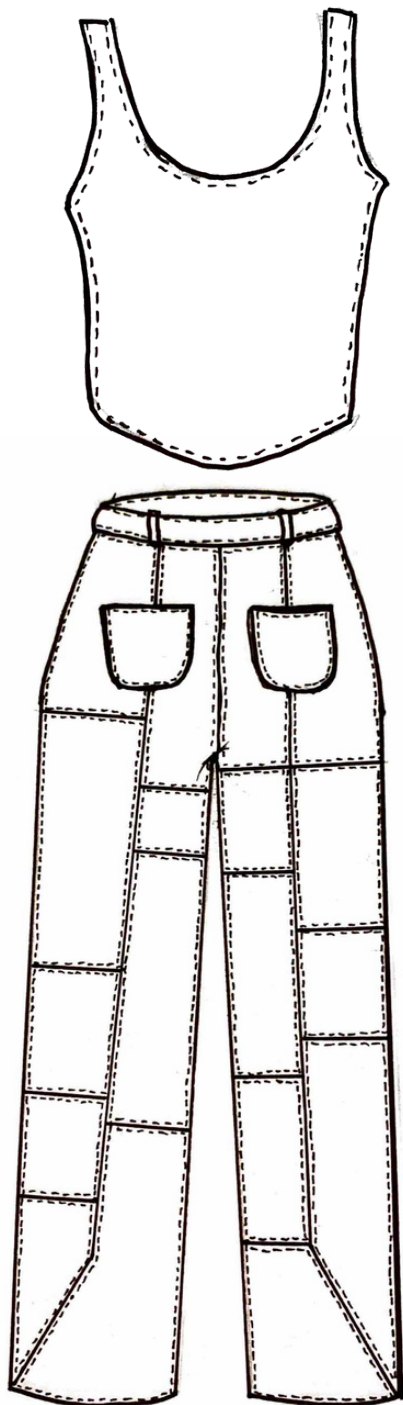
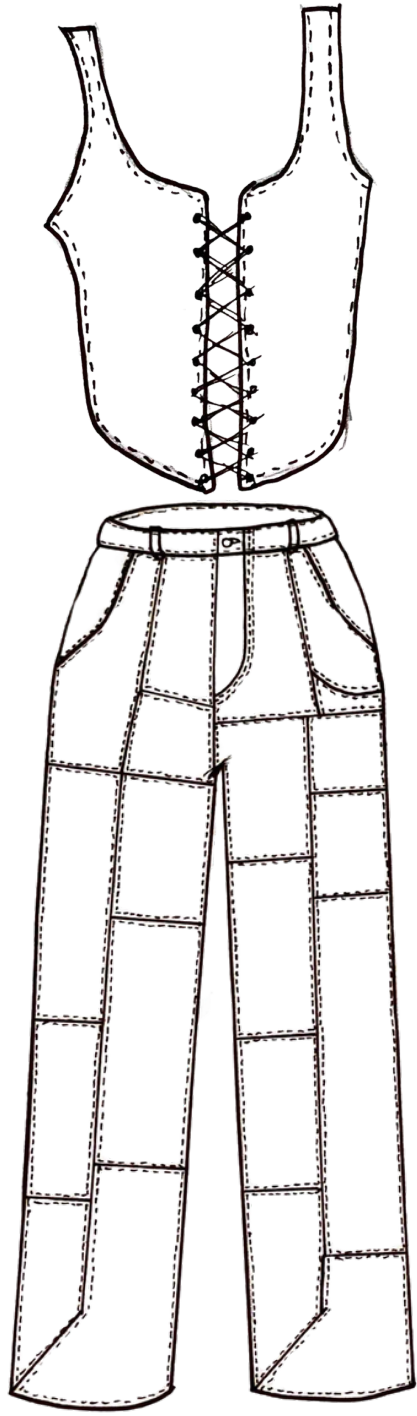
Barely there tints: use to create a sense of calm  
Enhanced neutrals: invest in neutrals that can  
be layered to create a timeless aesthetic

Look No.1

**PANTONE®**  
17-4201  
Faded Denim

**PANTONE®**  
19-4052 TCX  
Classic Blue

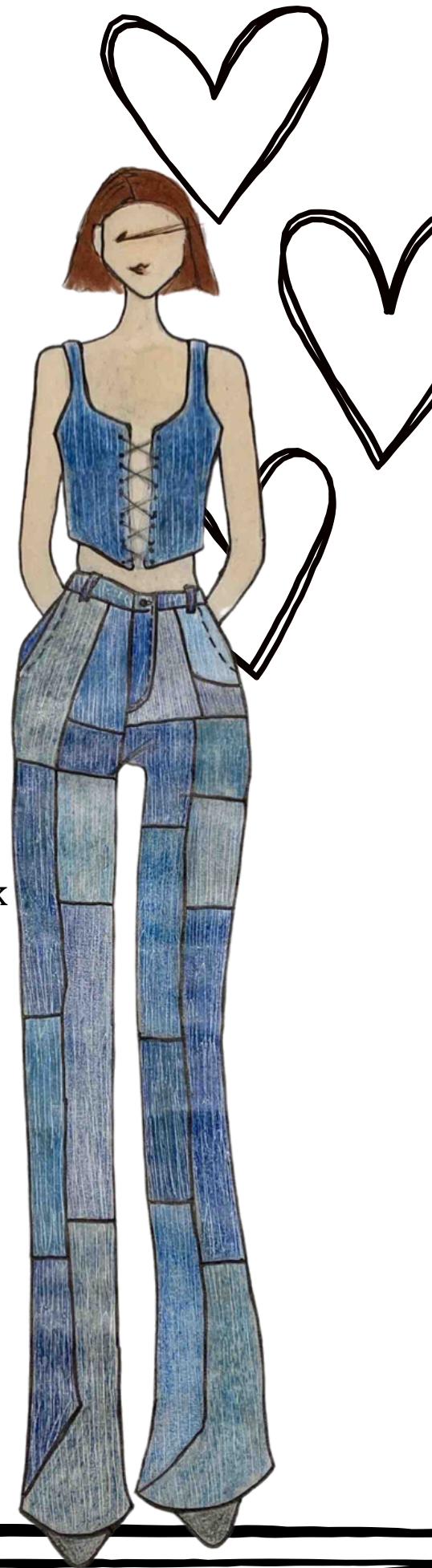
**PANTONE®**  
19-4118 TCX  
Dark Denim



100% Recycled Denim



Repurposed patchwork  
to give each a unique  
and crafted look  
“DIY Designers”



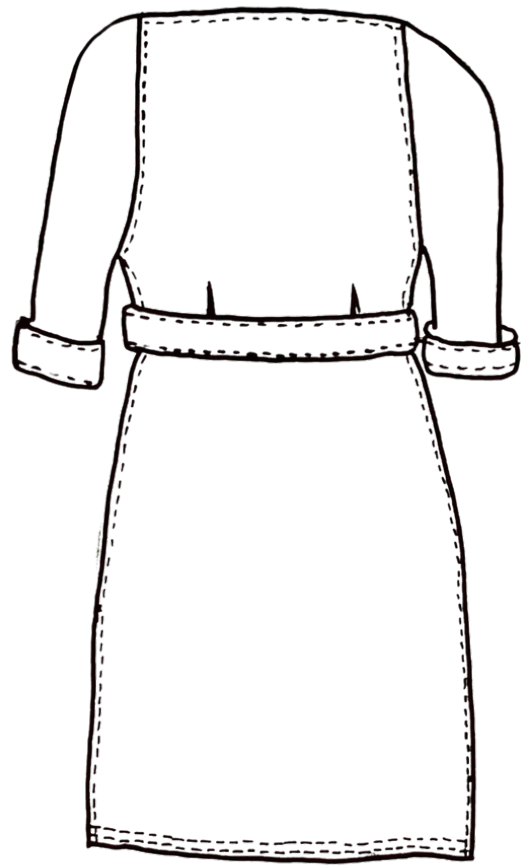
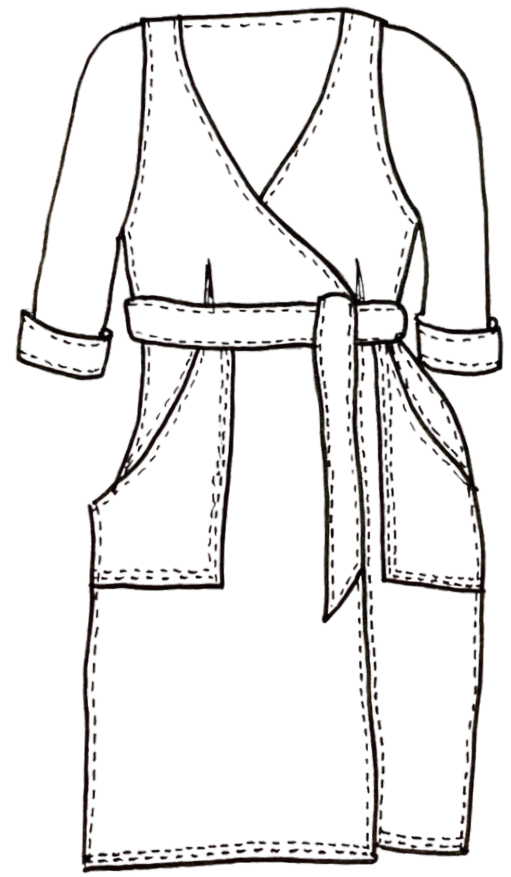
Look No.2

**PANTONE®**  
19-0201 TPX  
Asphalt

**PANTONE®**  
18-1441 TCX  
Baked Clay



Denim Wrap Dress



100% Recycled Denim



Look No.3

