

No  
Waste  
Fashion



**nova**  
— jeans —



Hello! We are

# NOWA Jeans

A denim brand based in Portugal, **born from the desire to find a solution** to one of the biggest ecological problems - pre-consumer textile leftovers - from one of the most polluting industries - fashion.





# NOWA Jeans is NO WAste.

For us, the **noblest raw material already exists**, but the industry still perceives it as waste.

That's why we elevate recycled denim and transform it into a **super cool, super comfortable and super trendy** jeans and jackets.

Not only **genuinely sustainable**, our pieces value **design and wearability**, like a second skin. Our jeans fits are **carefully designed** and our materials **made to last**. They mix timelessness with fashion trends.

# How?

## 1. Collecting

We collect and sort the leftovers from the cutting table.

## 2. Shredding

We disintegrate the scraps to obtain cotton fibres.

## 3. Spinning

We transform the cotton fibres into a thread.

## 5. NOWA Jeans

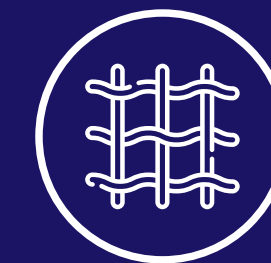
We make our NOWA Jeans.

## 4. Weaving

With this thread, we form our NOWA fabric.



**The process**



Recycled  
denim



Vegan



97% less  
water



Lining and buttons  
from deadstock



Ethically  
produced





NOWA Jeans only uses recycled fabric certified by GRS. This certification proves verified recycled content and also includes social and environmental criteria and chemical restrictions.



The factory we selected is certified by the Brazilian Association of Textile Industries with a gold standard for its social responsibility practices.

## **Closing the cycle... with purpose.**

At NOWA Jeans we work hard to always find new solutions to the pre-consumer, but also the pos-consumer waste. Solutions that are meaningful and have a real impact.

That's why we paired up with Reveste, a brand that was born from a community intervention project promoted by Centro Social de Soutelo. Reveste main goal is the social inclusion of young people and adults with disabilities and / or mental illness, through the transformation of clothes.

Together we created a campaign to collect used jeans, which will then be transformed and will help this beautiful project with such a noble purpose.



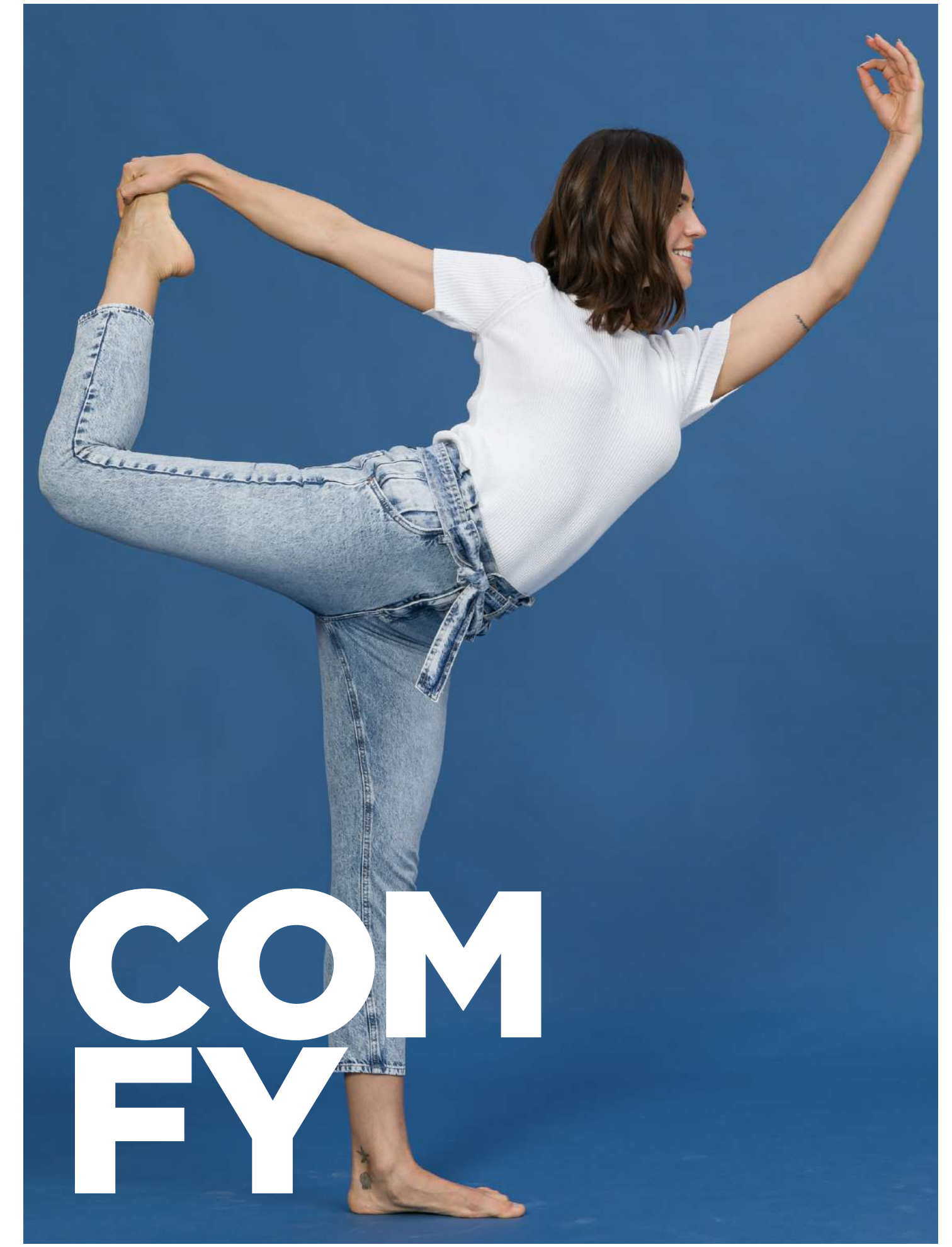
(re)veste



our  
jeans.

A woman with long brown hair, wearing a white t-shirt and light blue jeans, is standing inside the letter 'o' of the word 'our' in the text 'our jeans.'. She has her arms raised and is smiling. The text 'our jeans.' is written in a dark blue, textured font that resembles denim. The word 'our' is on the top line and 'jeans.' is on the bottom line.

Our jeans are divided into three small collections



## **Original**

Classics with a no waste twist. Our Original Collection combines timeless fits and everlasting details that stand the test of time. Meet the perfect “creating memories” jeans, that everyone will want to keep in their conscious wardrobe for many years to come.

## **Expression**

For the bold personalities, our Expression Collection combines sustainability and fashion like no other. With trendy and daring details that stand out, its super modern appeal will turn heads and save the planet at the same time.

## **Comfy**

Goodbye sweatpants, hello NOWA Jeans. Our Comfy Collection was designed to give maximum comfort on every occasion. Details like elastic waistbands and super soft denim make them the perfect option for everyday hecticness, like... chilling on the sofa or going to a yoga class.

# Wide Leg



**Wide Leg Details**

Available sizes:

W24 W26 W28 W30 W32 W34



**Wide Leg Original**

Available sizes:

W24 W26 W28 W30 W32 W34



**Wide Leg Cropped**

Available sizes:

W24 W26 W28 W30 W32 W34



**Wide Leg Original Ripped 0/03**

Available sizes:

W24 W26 W28 W30 W32 W34

# Wide Leg

# Slouchy



**Wide Leg Comfy Details 0/01**

Available sizes:

W24 W26 W28 W30 W32 W34



**Wide Leg Expression Pockets 0/01**

Available sizes:

W24 W26 W28 W30 W32 W34



**Slouchy Details**

Available sizes:

W24 W26 W28 W30 W32 W34



**Slouchy Original**

Available sizes:

W24 W26 W28 W30 W32 W34

# Mom



**Mom Comfy Belt 0/03**

Available sizes:

W24 W26 W28 W30 W32 W34



**Mom Original Ripped 0/01**

Available sizes:

W24 W26 W28 W30 W32 W34



**Mom Original Ripped 0/03**

Available sizes:

W24 W26 W28 W30 W32 W34



**Mom Expression Details 0/02**

Available sizes:

W24 W26 W28 W30 W32 W34

# Balloon



## Balloon Details

Available sizes:

W24 W26 W28 W30 W32 W34



## Balloon Expression Details 0/02

Available sizes:

W24 W26 W28 W30 W32 W34



## Balloon Expression Details 0/03

Available sizes:

W24 W26 W28 W30 W32 W34



## Balloon Original

Available sizes:

W24 W26 W28 W30 W32 W34

# Balloon

# Straight



**Balloon Original Ripped 0/03**

Available sizes:

W24 W26 W28 W30 W32 W34



**Balloon Original High Waist 0/03**

Available sizes:

W24 W26 W28 W30 W32 W34



**Straight Details**

Available sizes:

W24 W26 W28 W30 W32 W34



**Straight Original**

Available sizes:

W24 W26 W28 W30 W32 W34



# Straight



**Straight Comfy Pockets 0/03**

Available sizes:

W24 W26 W28 W30 W32 W34



**Straight Original Denim**

Available sizes:

W24 W26 W28 W30 W32 W34



**Straight Expression Belt 0/02**

Available sizes:

W24 W26 W28 W30 W32 W34



**Straight Expression Ripped 0/02**

Available sizes:

W24 W26 W28 W30 W32 W34

# Straight



**Straight Original High Waist 0/02**

Available sizes:

W24 W26 W28 W30 W32 W34



**Straight Original High Waist 0/03**

Available sizes:

W24 W26 W28 W30 W32 W34



**Straight Original Ripped 0/02**

Available sizes:

W24 W26 W28 W30 W32 W34



**Straight Original Ripped 0/03**

Available sizes:

W24 W26 W28 W30 W32 W34

# — Straight

# Flare



**Straight Expression Details 0/01**

Available sizes:

W24 W26 W28 W30 W32 W34



**Flare Original High Waist 0/01**

Available sizes:

W24 W26 W28 W30 W32 W34



**Flare Original High Waist 0/03**

Available sizes:

W24 W26 W28 W30 W32 W34



**Our jeans in action**

# Our jeans in action



our  
jackets.



# Jacket



**Balloon Jacket**

Available sizes:



**Original Denim Jacket**

Available sizes:



**Oversized Original  
Denim Trucker Jacket**

Available sizes:



**Oversized Original Trucker Jacket**

Available sizes:





**Our jackets in action**



# Fast delivery anywhere!

1 - 2 days

Portugal

Spain

Switzerland

2 - 3 days

France

Germany

2 - 4 days

USA

3 - 4 days

Austria

Belgium

Dubai

Italy

The Netherlands

4 - 5 days

Rest of Europe

**Thank you  
for the attention!  
We hope to hear from you  
SOON**

 @nowajeans

 [www.nowajeans.com](http://www.nowajeans.com)

