



**Nu-Da founder comments:**

"I was tired of having to wear so many layers every time I went out in winter. I moved from the Sunshine Coast to Melbourne and, although I loved being in a vibrant city, the weather was getting me down. I knew there had to be a better way to stay fashionable when it got colder, but all the heated jackets I found were far from trendy. So, I decide to create my own. We've spent a long time testing products and materials and we are proud of what we have come up with. The jackets are comfortable, adaptable but most importantly, they look great while keeping you warm".

*Crystal Hill*





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Find Nu-Da on social media:

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#wearnuda

# NU-DA: THE WORLD'S FIRST HEATED JACKET THAT FOLLOWS FASHION TRENDS

**LOOKING COOL IN WINTER JUST GOT A WHOLE LOT WARMER**

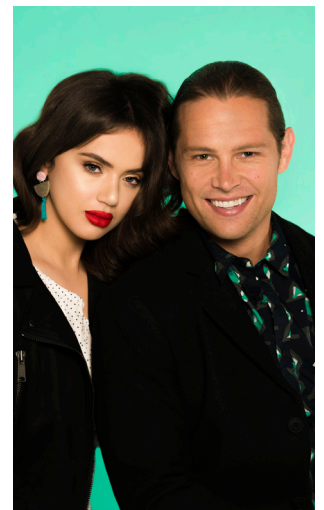
Gone are the days of hiding inside when the mercury drops. Canceling plans because it's too cold outside are a thing of the past. Introducing Nu-Da, the world's first heated jacket that keeps you warm, without sacrificing style. Style and functionality CAN come together, and here at Nu-Da we believe that keeping warm should not come at the price of a bad outfit.

Nu-Da launches its first fashion line featuring five jackets containing integrated high-quality **heat technology**. Inside the lining of each jacket are **three carbon fiber heating elements** located in the left chest, right chest, and mid-back. These heating elements are flexible and undetectable when wearing. Choose your toastiness with three heat settings - low, medium and high. All you need to do is plug in your Nu-Da **rechargeable battery** and simply hold down the **LED button** for 1-2 seconds and *voila* - instant warmth. The source of your warmth will remain a secret as the battery sits discreetly inside the jacket, undetectable from the outside. And, if it couldn't get any more convenient, the battery doubles as a phone charger.

This release will completely revolutionise the way the fashion industry thinks about winter style. Nu-Da makes bulky layers redundant and heavy clothing unnecessary, meaning dressing well and looking good over the colder months is about to become easier.

**Versatile, stylish and practical.** The Nu-Da collection is for everyone, everywhere. Guys and girls, dressed-up or dressed-down, Nu-Da keeps you warm, whether you are on your way to work or heading out on the weekend. Strolling around the markets with a burrito? Sitting outside at a bar with a cocktail but no heater? Rocking a cute dress at a day/night festival? Nu-Da has you covered (literally) and the weather no longer has to determine the dress code.

The first collection **launches on 25th of October** with five jackets, with more products to be added to the line in 2019. Nu-Da is proud to be using **vegan-friendly** materials at all points of manufacturing, including vegan-friendly suede like fabrics, faux wool and denim. We believe you have a choice to make when you select the clothes you buy. By choosing well, you can help us make a difference in the world.





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## PRODUCTS:

### // BIKER JACKET – SHE'S A RIOT

Nothing feels more badass than a biker jacket. The Nu-Da biker style jacket boasts vegan friendly suedelike fabric and goes with just about everything, from trackies to stilettos.



### // DENIM JACKET – JOIN THE CLUB & ODYSSEY

The classic denim jacket just got a little bit warmer. This vegan friendly jacket in a crisp mid-blue wash has a borg collar and is cosy AF. Comes in his and hers for the ultimate twinning style.



### // FEMALE TRENCH – TAKE IT TO REALITY

Whether you're rocking killer boots and a dress, or you're showing off your best #bossbabe look in a pant suit, the Nu-Da classic black coat adds a touch of utilitarian chic to any outfit. Nothing says rugged up like this vegan-friendly trench which features dark grey wool-like fabric.



### // MALE TRENCH – LET IT HAPPEN


The only coat you'll ever need, this vegan-friendly coat is sharp, sexy, and goes with anything. The black wool-like fabric will keep you warm whether you're off duty or suiting up.





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Need more information, want to request an interview or just want to send us a virtual thumbs up - send us an email at [team@shopnu-da.com](mailto:team@shopnu-da.com)