

LOCATION:

33 GREAT WINDMILL STREET - W1D 7LR

BY:

JAKE POSNER

DATE:

27.04 - 30.05 2023

# NO ONE TRUE ANYTHING

DEB-UT CONCEPT STORE  
BOOK

NO

NO

ONE

ONE

TRUE

TRUE

ANYTHING

ANYTHING

NO

NO

ONE

ONE

TRUE

TRUE

ANYTHING

ANYTHING

ONE  
NO  
SENSE  
MADE  
NON / SENSE

ONE  
NO  
SENSE  
MADE  
NON / SENSE

ONE  
NO  
SENSE  
MADE  
NON / SENSE

ONE  
NO  
SENSE  
MADE  
NON / SENSE

NO ONE TRUE ANYTHING:

FORMULATED BY DYSLEXIA.  
INSPIRED BY PERCEPTIONS.  
FIXATED ON SUSTAINABILITY.



33 GREAT WINDMILL STREET  
SOHO  
W1D 7LR



'NO ONE TRUE ANYTHING,  
IT'S MADE TO NOT MAKE SENSE.'

THE SLOGAN SUMS THAT UP:  
NO ONE SENSE MADE NON/SENSE'

*JAKE POSNER NOTA FOUNDER*

DEV-ISED

BY: JAKE POSNER

NOTA VISIONARY

JAKE POSNER - FOUNDER OF NO ONE TRUE ANYTHING &  
BRITISH DYSLEXIA ASSOCIATION AMBASSADOR.



NOTA

A A  
V V

VIS-U-AL

+

IN-SIGHT-FUL

EX-HIB-IT



NO ONE TRUE ANYTHING HAS BEEN FORMULATED  
BY DYSLEXIA, INSPIRED BY PERCEPTIONS AND  
IS FIXATED ON SUSTAINABILITY.

WHEN YOU SCRATCH THE SURFACE,  
NO ONE TRUE ANYTHING  
HAS A MUCH DEEPER MEANING;  
IT COMES FROM AN OUTLOOK  
ON HOW THE WORLD AND PEOPLE WORK.

WE BELIEVE THERE IS ALWAYS NEARLY AN  
ULTERIOR MOTIVE OR HIDDEN AGENDA BEHIND  
THINGS.

WE HAVE THE VISION AND THE DETERMINATION  
TO CREATE THE SUSTAINABILITY BENCHMARK  
WITHIN HIGH END FASHION AND TO RESEARCH  
AND DEVELOP NEW MATERIALS AND PRODUCTION  
PRACTICES, WITH A CLEAR MESSAGE OF  
"F/FAST FASHION."



THE APPROACH AND THINKING BEHIND NO ONE TRUE ANYTHING, IS TO CAPTIVATE AN AUDIENCE WITH NON/SENSE.

I AM DYSLEXIC, WITH MY MIND PROCESSING WORDS BY BREAKING THEM INTO SYLLABLES. THE KEY BRANDING REFLECTS THIS IN THE "DEB-UT" COLLECTION.

I WAS KICKED OUT OF SCHOOL AT 16 AND TOLD I WOULD "AMOUNT TO NOTHING" BY TEACHERS, FAMILY MEMBERS AND PEERS.

WITH THE DEROGATORY WORDS FROM INDIVIDUALS CLEAR IN MY MIND, I HAVE THE AIM OF INSPIRING AND ENGAGING OTHERS; BREAKING BOUNDARIES.



'BY THE WAY, I PROMISE I'M  
NOT SHOUTING, I WRITE IN  
BLOCK CAPITALS.

THAT'S HOW MUCH THE BRAND  
REFLECTS MY THINKING.'

*JAKE POSNER NOTA FOUNDER*

LOOKBOOK O-V-E-R-V-I-E-W:

THE LOCATIONS FOR OUR  
DEB-UT CONCEPT STORE CAMPAIGN  
REPRESENT THE 2 KEY ELEMENTS OF OUR DENIM JACKET:



THE ALTERATION SHOP PORTRAYS HOW WE HAVE DISTRESSED THE ARMS BY HAND,  
ADDING AN ADDITIONAL SEAM AND PICKING IT APART.

REGULAR DISTRESSED DENIM USES HARMFUL CHEMICALS AND EXCESSIVE WATER  
TO CREATE THE DISTRESSED EFFECT.

THIS TECHNIQUE ELIMINATES THE USE OF CHEMICALS AND EXCESSIVE WATER.

LOOKBOOK O-V-E-R-V-I-E-W:  
CONT.

NOTA

THE LAUNDERETTE PORTRAYS HOW WE ARE USING NEW TECH CALLED "E-FLOW"  
FOR THE WASHING PROCESS OF OUR DENIM JACKETS.

WE ARE SAVING 99% WATER CONSUMPTION VS REGULAR DENIM PRODUCTION.

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INSTAGRAM:  
NOONETRUEANYTHING

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'EVERYTHING WE DO HAS AN  
EXTENSIVE NARRATIVE.'

NOTA

'EVERYTHING WE DO HAS AN  
EXTENSIVE NARRATIVE.'

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ABOUT THIS PHOTO:

THE SEWING MACHINE IS THE VISUAL PORTRAYAL OF THE DISTRESSED SEAMS ON THE ARMS.

ABOUT THIS PHOTO:

THE SEWING MACHINE CORRELATES TO THE  
BRAND NAME EMBROIDERY ON THE LEFT CHEST.





ABOUT THIS PHOTO:

PRESENTING THE BASIC COMPONENTS OF  
TEXTILE PRODUCTION.







ABOUT THIS PHOTO:

DISPLAYING OUR "F/FAST FASHION MESSAGE"  
HAND WRITTEN BY JAKE.



ABOUT THIS PHOTO:

A FOCUS ON THE DETAILS LABELS, WHICH TELLS THE DENIM JACKET STORY.





ABOUT THIS PHOTO:

FOCUSING ON JAKE'S HAND DRAWN LOGO +  
HAND WRITTEN COLLECTION NAME.  
THE - PORTRAYS THE DYSLEXIC WORD  
PROCESSING.



ABOUT THIS PHOTO:  
HIDING FROM THE SURVEILLANCE OF THE  
MODERN WORLD TO FORM OUR OWN  
PERSPECTIVES.



ABOUT THIS PHOTO:  
HIDING FROM THE SURVEILLANCE OF THE  
MODERN WORLD TO FORM OUR OWN  
PERSPECTIVES.





ABOUT THIS PHOTO:

THE WASHING MACHINE IS THE VISUAL  
PORTRAYAL OF THE WATER SAVING,  
DENIM TECHNOLOGY.



ABOUT THIS PHOTO:

A CELEBRATION OF ACHIEVING A WATER SAVING, DENIM PROCESSING TECHNIQUE.







ABOUT THIS PHOTO:

LOOKING INTO A BRIGHTER FUTURE FOR FASHION + NEURODIVERSE COMMUNITIES.



ABOUT THIS PHOTO:

DISPLAYING THE TERMINATION...  
OF FAST FASHION.





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# THE LOGO ILLUSTRATES: THE 5 NOTA PILLARS



## SUSTAINABILITY

A VISION TO CREATE THE SUSTAINABILITY BENCHMARK WITHIN FASHION, WHICH INSPIRES OTHERS TO FOLLOW, TO FABRICATE A BETTER AND MORE SUSTAINABLE + CIRCULAR INDUSTRY.



## COMMUNITY

A COMMUNITY WHERE PEOPLE WANT TO BELONG DUE TO SIMILARITIES AND DIFFERENCES.  
SHARING PERSPECTIVES AND DISPENSING IDEAS TO COMBINE OUTLOOKS WHICH STIMULATE A THOUGHT PROCESS.  
A SENSE OF SELF EXPRESSION + A SENSE OF INDIVIDUALITY = A SENSE OF COMMUNITY.



## INNOVATION

FROM INNOVATING NEW RESEARCH AND DEVELOPMENT PRACTICES WITHIN THE SUPPLY CHAIN, TO PRESENTING NEW INNOVATIVE, HARM REDUCTION TECHNIQUES AND IDEAS, TO GOVERNMENTS AND REGULATORS FOR THE FASHION INDUSTRY AND BEYOND..



## STORY TELLING

EVERY ELEMENT OF NOTA IS NOT JUST A FORM OF IMAGINATION, BUT COMPRISES A SIGNIFICANT AMOUNT OF REALITY.  
INTERTWINING THESE TWO ELEMENTS, CREATES A POWERFUL FASCINATION, WHILE INITIATING COMMUNICATION, BETWEEN OURSELVES AND THE PUBLIC.



## CREATIVITY

IT'S MY MIDDLE FINGER TO RULES AND IT'S MY WAY OF BREAKING BOUNDARIES.  
I AM GOING TO BE UNAPOLOGETICALLY MYSELF WHEN IT COMES TO CREATIVITY, EXPRESSION AND INDIVIDUALITY.



# SUSTAINABILITY: IN FASHION

MATERIALS

NATURE

HUMANS



NOTA

SUSTAINABILITY IS MUCH LIKE THE FOOD CHAIN OR EVOLUTION; IT STARTS AT THE VERY BEGINNING - WITH NATURE. THE NEXT STEP OF THE SUSTAINABILITY JOURNEY IN FASHION'S CASE, IS THE MATERIALS/CROPS.

NEXT, IS THE MOST IMPORTANT PART OF THE SUSTAINABILITY CHAIN... HUMANS.

WITHOUT PAYING PEOPLE WHO HARVEST THE MATERIALS AND CREATE THE CLOTHING MORE THAN A FAIR AND LIVING WAGE, THE SUSTAINABILITY AND CLIMATE CHANGE CHAIN, IS ALREADY RUINED.

IF PEOPLE ARE NOT PAID MORE THAN A FAIR AND LIVING WAGE, HOW ARE THEY EVER MEANT TO CREATE A BETTER ENVIRONMENT FOR THEMSELVES OR HAVE A GOOD CARE/HEALTH SYSTEM?

THE BIGGER THE WORLD'S POPULATION WHO DO NOT HAVE A GOOD LOCAL ENVIRONMENT, THE MORE THIS AFFECTS THE WHOLE WORLD'S ENVIRONMENT.

THE CLIMATE CRISIS IS NOW AFFECTING THE ECONOMICALLY DEVELOPED COUNTRIES AS MUCH AS IT IS THE UNDERDEVELOPED COUNTRIES, AND WE NEED TO BETTER SUPPORT UNDERDEVELOPED COUNTRIES.

THE UNDERDEVELOPED COUNTRIES DON'T HAVE THE MONEY FOR GREEN ENERGY. THE DEVELOPED COUNTRIES NEED TO SUPPORT THE UNDERDEVELOPED COUNTRIES TO MAKE A CHANGE, WITH GRANTS AND NOT LOANS.

'THE WORLD NEEDS TO BECOME CIRCULAR, BY IMPROVING PRODUCTION PRACTICES AND REUSING EXISTING MATERIALS; NOT JUST IN FASHION, BUT ACROSS EVERYTHING HUMANS USE, MAKE AND CONSUME.'

'WE NEED TO CREATE AN ECONOMY AND SYSTEM WHERE MONEY BECOMES CIRCULAR AND IS NOT HOARDED BY THE BIGGEST COMPANIES IN THE WORLD.'

'I TRULY BELIEVE THIS IS HOW WE IMPROVE OUR WORLD'S ENVIRONMENT.'

JAKE POSNER NOTA FOUNDER

## THE DEB-UT DENIM JACKET:



NO ONE TRUE ANYTHING'S DEB-UT DENIM JACKET HAS BEEN PRODUCED FROM 100% ORGANIC COTTON DENIM, AND THE PRODUCTION PROCESS IS A GAME-CHANGING TECHNOLOGY CALLED E-FLOW.

THE E-FLOW PRODUCTION PROCESS OF OUR DENIM JACKET REDUCES WATER CONSUMPTION BY 99%. THE RESEARCH AND DEVELOPMENT PROCESS IN BRINGING THE JACKET TO MARKET TOOK A YEAR.

THE LOGO AND "DEB-UT" PRINT ON THE BACK OF THE JACKET HAS BEEN APPLIED USING A TRANSFER PROCESS CALLED DIRECT TO FILM (DTF). USING THE DTF METHOD, THE GARMENT DOES NOT HAVE TO BE PRE-TREATED AND ALSO USES A LOT LESS INK.

THE INK IS WATER-BASED, KIND TO OUR ENVIRONMENT AND WATER SUPPLIES, AND USES ONLY 60% COLOUR INK AND 40% WHITE INK.

WITH A FOCUS ON CREATING A UNIQUE DESIGN FOR THIS PIECE, THE DTF PRINT HAS BEEN HAND DRAWN-BY JAKE.

THE DISTRESSING AND FRAYING ON THE ARMS HAS BEEN IMPLEMENTED BY HAND, AS TRADITIONAL DISTRESSING USES A LOT OF WATER, WHICH GOES AGAINST THE GRAIN OF NOTA'S BELIEFS.

'I BELIEVE THE PRODUCTION OF OUR DEB-UT DENIM JACKET IS A GAME CHANGER FOR DENIM PRODUCTION AND A BENCHMARK FOR THE INDUSTRY TO FOLLOW.'

'IF WE ALL WORK TOGETHER, WE CAN CREATE A BETTER INDUSTRY FOR OUR PLANET'

JAKE POSNER NOTA FOUNDER



F/FAST FASHION!



NOTA

THE WORLD OF FAST FASHION HAS HAD ITS MOMENT AND RUINED THE INDUSTRY FOR TOO LONG, CAUSING A CLIMATE CATASTROPHE AND EXPLOITING PEOPLE.

I WANT NOTA TO BE SEEN AS A PIONEERING BRAND THAT IS BRINGING SUSTAINABLE FASHION PRODUCTION INTO THE WORLD OF HIGH END FASHION.

FASHION SHOULD PORTRAY WHO YOU ARE; IT SHOULD FORM A PART OF YOUR IDENTITY AND IT SHOULD DISPLAY YOUR OWN PERSONAL MESSAGE AND BELIEFS TO THE WORLD.

I FEEL PEOPLE ACROSS ALL AGES AND GENERATIONS ARE NOW SO MUCH MORE AWARE OF HOW DAMAGING FAST FASHION IS TO THE PLANET AND ARE THINKING TWICE BEFORE THEY BUY IT.

THERE ARE SO MANY ARTICLES BEING PUBLISHED, WHICH DETAIL JUST HOW BAD AND INHUMANE WORKING CONDITIONS ARE FOR PEOPLE PRODUCING GARMENTS IN CERTAIN AREAS OF THE WORLD.



'I WANT CONSUMERS TO VIEW NO ONE TRUE ANYTHING, AND HIGH END FASHION IN GENERAL, AS ART.

CREATING LIMITED PIECES, WHICH WILL BE CHERISHED AND DISPLAYED ON THE BODY WITH PRIDE.

IN MY OPINION, HIGH END AND LUXURY FASHION BRANDS NEED TO BECOME MORE AUTHENTIC AGAIN. THEY NEED TO REALIGN WITH THEIR FOUNDING ETHOS.

I FEEL THE LINES ARE BECOMING BLURRED BETWEEN WHAT IS ABSENT-MINDED MERCHANDISE AND WHAT SHOULD BE TRULY REVERED AS A THOUGHTFUL PURCHASE, ENCAPSULATING DESIGN AND CRAFT. '

JAKE POSNER NOTA FOUNDER

## THE FU-TURE:



OF COURSE I WANT TO CARRY ON DESIGNING CLOTHING AND INNOVATING NEW PRACTICES, BUT I ALSO WANT NOTA TO BECOME A COMMUNITY, WHERE PEOPLE BUY INTO THE CONCEPT AND THE VISION OF THE BRAND AS MUCH AS THEY DO THE PRODUCTS.

BEING A DYSLEXIC AND FAILING SO BADLY AT SCHOOL, BEING THROWN OUT WITH 1 GCSE AT 16 AND NOT KNOWING WHERE TO TURN, IT WAS A REALLY DIFFICULT STAGE IN MY LIFE.

BECAUSE OF THIS, MY DREAM IS TO CREATE WORKSHOPS AND SPACES FOR PEOPLE WHO STRUGGLE AT SCHOOL OR IN SOCIETY, TO SHARE THEIR CREATIVITY AND IDEAS, WHETHER THAT BE IN FASHION, MUSIC, ART OR WHATEVER ELSE. TO CREATE A PLACE WHERE WE CAN HARNESS THEIR IDEAS AND HELP THEM ELABORATE ON THEM, TO BRING THEM FROM CONCEPT TO REALITY.

IF I COULD CREATE SPACES LIKE THESE, THAT WOULD BE A SERIOUS ACHIEVEMENT.

'WE NEED TO TAKE CARE OF  
PEOPLE WHO DEMONSTRATE  
CREATIVITY, INDIVIDUALITY  
AND SELF EXPRESSION.

WE SHOULD ENSURE THESE  
PEOPLE ARE GIVEN A VOICE,  
A PLATFORM AND A WAY  
TO DISPLAY THEIR TALENT AND  
THOUGHT PROCESSING.'

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## COV-ER-AGE :

### THE GUARDIAN - CLEAR WINNER:

HELEN SEAMONS, MENSWEAR FASHION EDITOR FOR THE GUARDIAN AND THE OBSERVER, DISCOVERED NO ONE TRUE ANYTHING AND LOVED THE BRAND'S STORY AND ETHOS.

HELEN FEATURED THE DEB-UT DENIM JACKET IN THE STYLE NOTEBOOK PAGE OF THE WEEKLY OBSERVER MAGAZINE, CLAIMING IT AS A "CLEAR WINNER", WHILE FOCUSING ON THE WATER SAVING TECH THAT HAS BEEN USED TO MANUFACTURE AND CONSTRUCT THE GARMENT.

### BUSINESS OF FASHION:

MAYA AVRAM, WAS WRITTING AN ARTICLE FOCUSING ON 'HOW TO COLLABORATE CROSS-FUNCTIONALLY IN FASHION', WITH A FOCUS ON HOW TO 'CONSIDER AND SUPPORT NEURODIVERGENT TALENT'.

JAKE CONTRIBUTED TO THE ARTICLE ALONG SIDE IBRAHIM KAMARA, OFF-WHITE ART & IMAGE DIRECTOR.

### FORBES:

OLIVIA PINNOCK APPROACHED JAKE AS SHE WAS WRITING A PIECE FOR FORBES, FOCUSING ON HOW BRANDS ARE BEING INSPIRED BY/RAISING AWARENESS OF NEURODIVERGENCE THROUGH THEIR COLLECTIONS. WITH THIS OLIVIA CONDUCTED A SMALL INTERVIEW WITH JAKE CONSISTING OF SOME QUESTIONS.

### GB NEWS:

LIAM HALLIGAN, PICKED UP ON JAKE'S COMMENTS SURROUNDING BUSINESSES WHO ARE IMPROVING THEIR BOTTOM LINES, BUT ARE NOT BEING CIRCULAR.

LIAM WAS KEEN TO KNOW MORE ABOUT JAKE'S STORY WITH DYSLEIXA, GETTING THROWN OUT OF SCHOOL AT 16 WITH 1 GCSE AND HOW HE HAS GOT TO THE STAGE HE IS AT NOW, SO HE INVITED JAKE INTO THE STUDIO FOR A LIVE INTERVIEW ON HIS "ON THE MONEY" SHOW.

THANK/U JAKE.

THANK YOU FOR TAKING THE TIME TO LOOK AND  
LEARN.

PLEASE DO FEEL FREE TO EMAIL ME WITH ANY  
QUESTIONS: [JAKE@NOONETRUEANYTHING.COM](mailto:JAKE@NOONETRUEANYTHING.COM)

FOR INTERVIEW AND PROFILING OPPORTUNITIES,  
PLEASE EMAIL: [ASHLEY@MODA-PR.COM](mailto:ASHLEY@MODA-PR.COM)

FOR PULLS AND PRODUCT REQUESTS PLEASE EMAIL:  
[MEDIA@NOONETRUEANYTHING.COM](mailto:MEDIA@NOONETRUEANYTHING.COM)

GENERAL ENQUIRERS: [CONCIERGE@NOONETRUEANYTHING.COM](mailto:CONCIERGE@NOONETRUEANYTHING.COM)

FURTHER ASSETS AND INFORMATION AVAILABLE UPON  
REQUEST.



**CRED-ITS:**

**PHOTOGRAPHY + DIRECTOR:**  
**MIKAELA FREEDMAN - @KAELA\_FREEDMAN.**

**MODEL :**  
**TEVIN MBUU.**

**STYLING:**  
**JAKE POSNER - NO ONE TRUE ANYTHING.**



NO

NO

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SHOP : NOONETRUEANYTHING.COM

INSTAGRAM/TIKTOK : @NOONETRUEANYTHING

WHATSAPP : (+44) 075 155 455 72

EMAIL : CONCIERGE@NOONETRUEANYTHING.COM

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