

DEB-UT

BOOK

NO

ONE

TRUE

ANYTHING



NO ONE TRUE ANYTHING

A V A V A V A V

VIS-U-AL

+

IN-SIGHT-FUL

EX-HIB-IT

DEV-ISED

BY -/- JAKE POSNER

NOTA VISIONARY

O--VER--VIEW

NO ONE TRUE ANYTHING.
MADE TO NOT MAKE SENSE.
A UNIQUE PERSPECTIVE ON THE WORLD.

BORN FROM A DREAM.
FORMULATED BY DYSLEXIA.
INSPIRED BY PERCEPTIONS.
UTILISING SYLLABLES TO PROCESS WORDS.

BREAKING BOUNDARIES.
REMOVING DIVISION.
CREATING COMMUNITY.
INITIATING A THOUGHT PROCESS.
ENCOURAGING INTERPRETATION.

CONCEIVED TO RESHAPE HIGH END FASHION.
A FIXATION ON SUSTAINABILITY.
SUSTAINABLE MATERIALS.
SUSTAINABLE ENVIRONMENTS.
SUSTAINABLE WORLD.

F/FAST FASHION.
IT'S HAD IT'S MOMENT.
IT'S RUINED OUR INDUSTRY.
IT'S CAUSED A CLIMATE CRISIS.
IT'S EXPLOITED HUMAN BEINGS.

WEL-COME

THIS BOOK SHOWCASES:

THE FIRST 1/2 OF THE BOOK =

A VISUAL EXHIBIT OF THE
NO ONE TRUE ANYTHING DEB-UT COLLECTION.

THIS BOOK EXPOSES:

THE SECOND 1/2 OF THE BOOK =

A FULL INSIGHT INTO THE
NO ONE TRUE ANYTHING ETHOS + STORY.

IN-TRO-DUC-TION



JAKE POSNER.

NO ONE TRUE ANYTHING FOUNDER & CREATIVE DIRECTOR.

*'NO ONE TRUE ANYTHING,
IT'S MADE TO NOT MAKE SENSE.
THE SLOGAN I GUESS SUMS THAT UP:
NO ONE SENSE MADE NON/SENSE'*

WHEN YOU SCRATCH THE SURFACE THOUGH, NO ONE TRUE ANYTHING HAS A MUCH DEEPER MEANING; IT COMES FROM MY OWN OUTLOOK, ON HOW THE WORLD AND PEOPLE WORK. THERE IS NEARLY ALWAYS AN ULTERIOR MOTIVE OR HIDDEN AGENDA BEHIND THINGS. SOMETIMES YOU HAVE TO DIG DEEPER TO FIND THE ANSWERS OR LOOK AT SOMETHING FROM A DIFFERENT PERSPECTIVE.

PEOPLE UNDERSTANDING THE CONCEPT AND MESSAGING OF NOTA IS MORE IMPORTANT TO ME THEN PEOPLE BUYING THE PRODUCTS. I WANT TO TELL THE STORY AND EXPLAIN THE INTERPRETATION OF THE BRAND, WHICH IS WHY I AM PUBLISHING THIS BOOK.

AS A PERSON I HAVE ALWAYS WANTED TO BE IN A SPACE WHERE I CAN CREATE, EXPAND ON MY IDEAS AND SHOWCASE MY WAY OF THINKING. MY MIND DOESN'T SWITCH OFF - IT GOES TICK, TICK, TICK 24/7, I NEEDED SOME WAY TO SHARE THESE IDEAS AND I USE THE BRAND AS A BLANK CANVAS AND A PLATFORM.

PERFECTION AND CONSISTENCY IS SOMETHING THAT IS IMPORTANT TO ME, BUT AT THE SAME TIME, NO ONE TRUE ANYTHING ALLOWS ME TO CREATE CREATIVE IMPERFECTIONS WITHOUT CONSISTENCY AND SHOWCASE A SLIGHTLY OBSCURE PERSPECTIVE. I GUESS THAT'S WHERE MY DYSLEXIA COMES TO THE FORE, I SEE THINGS IN A DIFFERENT WAY.

*FUCK
PER-FEL-TION*

*NOTA
NOTA
NOTA
NOTA
NOTA
NOTA
NOTA*

HAND WRITTEN BY JAKE



**'BY THE WAY,
I PROMISE I'M NOT SHOUTING.
I WRITE IN BLOCK CAPITALS.
THAT'S HOW MUCH THE BRAND
REFLECTS MY THINKING.'**

THE CURRENT NO ONE TRUE ANYTHING OFFICE.
A DISUSED HORSE STABLE FROM THE 1800'S,
LOCATED ON A FARM IN HERTFORDSHIRE - NORTH LONDON.

I REMEMBER BEING A KID AND BEING OBSESSED WITH T-SHIRTS, HOODIES AND TRAINERS. SO CREATING CLOTHING WAS ALWAYS SOMETHING I WAS KEEN TO DO, BUT I DIDN'T WANT TO JUST MAKE CLOTHING, I WANTED TO TELL A STORY WITH MY BRAND AND FOR THE CLOTHING BE THE PHYSICAL REPRESENTATION OF THE STORY.

BUT BRINGING MY DESIGNS TO LIFE WAS NEAR ENOUGH IMPOSSIBLE. I WENT TO PORTUGAL KNOCKING ON DOORS, TRYING TO FIND SOMEONE TO WORK WITH ME, BUT IT WASN'T EASY. I AM A 20 SOMETHING YEAR OLD RENTING AN OLD HORSE STABLE IN A FARM AS MY OFFICE, USING MY LIFE SAVINGS, A COUPLE OF CREDIT CARDS AND A SMALL BANK LOAN, TRYING TO CREATE A BRAND IN ONE OF THE MOST COMPETITIVE INDUSTRIES... WHY THE F/UCK WOULD THEY WANT TO WORK WITH ME?

MY APPROACH AND THINKING BEHIND NO ONE TRUE ANYTHING, IS TOO CAPTIVATE AN AUDIENCE WITH NON/SENSE. I AM DYSLEXIC, SO I HAVE BROKEN DOWN THE KEY BRANDING INTO SYLLABLES, TO REFLECT HOW MY MIND PROCESSES WORDS - BY BREAKING THEM INTO SYLLABLES.

SOME HOW THOUGH, HERE I AM, AS A DYSLEXIC, WRITING A BOOK. AGAINST ALL THE ODDS, WITH THE DEROGATORY WORDS FROM TEACHERS, FAMILY MEMBERS AND INDIVIDUALS, RINGING LOUD AND CLEAR IN MY MIND, AS I WRITE THIS, WITH THE AIM OF INSPIRING AND ENGAGING OTHERS, BY BREAKING BOUNDARIES AND SAYING "F/UCK YOU".

PLEASE ENJOY THE BOOK.

JAKE / NOTA VISIONARY.



KIT'S DEB-UT COLLECTION STYLING:
NO ONE TRUE ANYTHING GREY T-SHIRT - SIZE M.
NO ONE TRUE ANYTHING BLACK JOGGERS- SIZE M.
NO ONE TRUE ANYTHING BLACK SOCKS - 1 SIZE FITS ALL.

KIT'S DEB-UT COLLECTION STYLING:
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NO ONE TRUE ANYTHING T-SHIRT - SIZE M.
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TEVIN'S DEB-UT COLLECTION STYLING:
NO ONE TRUE ANYTHING WHITE T-SHIRT - SIZE S.
NO ONE TRUE ANYTHING NEUTRAL JOGGERS - SIZE S.
NO ONE TRUE ANYTHING WHITE SOCKS - 1 SIZE FITS ALL.



TEVIN'S DEB-UT COLLECTION STYLING:
NO ONE TRUE ANYTHING WHITE T-SHIRT - SIZE S.
NO ONE TRUE ANYTHING NEUTRAL JOGGERS - SIZE S.
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NO ONE TRUE ANYTHING
THE DEB-UT COLLECTION
IDIOSYNCRATIC
+
INDIVIDUALISTIC
NO ONE SENSE MADE - NON/SENSE
T-SHIRT MADE FROM 100% ORGANIC COTTON
LABEL MADE FROM RECYCLED POLYESTER / DO NOT REMOVE

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NO ONE TRUE ANYTHING NEUTRAL JOGGERS - SIZE S.

NO ONE TRUE ANYTHING WHITE SOCKS - 1 SIZE FITS ALL.



TEVIN'S DEB-UT COLLECTION STYLING:
NO ONE TRUE ANYTHING CAP - 1 SIZE (ADJUSTABLE).
NO ONE TRUE ANYTHING WHITE T-SHIRT - SIZE S.
NO ONE TRUE ANYTHING NEUTRAL JOGGERS - SIZE S.
NO ONE TRUE ANYTHING WHITE SOCKS - 1 SIZE FITS ALL.



TEVIN'S DEB-UT COLLECTION STYLING:
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NO ONE TRUE ANYTHING NEUTRAL JOGGERS - SIZE S.



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NO ONE TRUE ANYTHING NEUTRAL JOGGERS - SIZE S.



TEVIN'S DEB-UT COLLECTION STYLING:
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NO ONE TRUE ANYTHING NEUTRAL JOGGERS- SIZE S.



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TEVIN'S DEB-UT COLLECTION STYLING:
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TEVIN'S DEB-UT COLLECTION STYLING:

NO ONE TRUE ANYTHING BLACK HODDIE - SIZE S.

NO ONE TRUE ANYTHING WHITE SOCKS - 1 SIZE FITS ALL.

KIT'S DEB-UT COLLECTION STYLING:

NO ONE TRUE ANYTHING WHITE T-SHIRT - SIZE M.



ALINA'S DEB-UT COLLECTION STYLING:
NO ONE TRUE ANYTHING GREY HOODIE - SIZE XS.
NO ONE TRUE ANYTHING GREY JOGGERS- SIZE XS.
NO ONE TRUE ANYTHING WHITE SOCKS - 1 SIZE FITS ALL



ALINA'S DEB-UT COLLECTION STYLING:
NO ONE TRUE ANYTHING DENIM JACKET - SIZE S.
NO ONE TRUE ANYTHING GREY JOGGERS- SIZE XS.
NO ONE TRUE ANYTHING WHITE SOCKS - 1 SIZE FITS ALL



KIT'S DEB-UT COLLECTION STYLING:
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KIT'S DEB-UT COLLECTION STYLING:
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TEVIN'S DEB-UT COLLECTION STYLING:
NO ONE TRUE ANYTHING DENIM JACKET - SIZE S.



THE LOGO

REPRESENTS 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

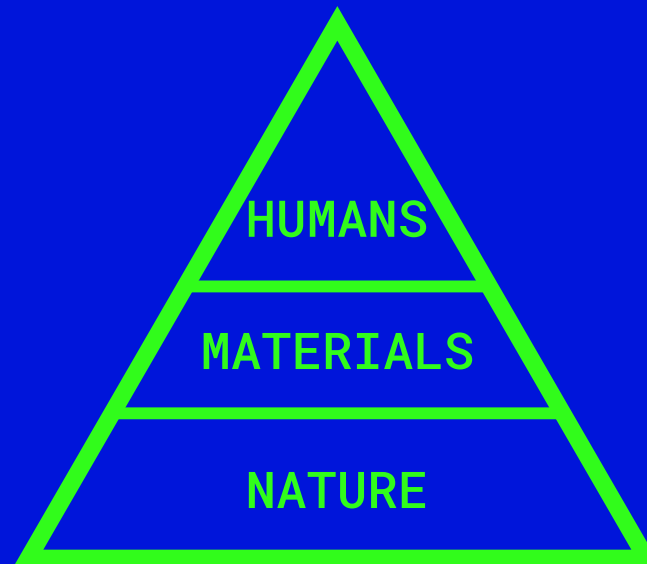
EVERY ELEMENT OF NOTA IS NOT JUST A FORM OF IMAGINATION, BUT COMPRISES A SIGNIFICANT AMOUNT OF REALITY.
INTERTWINING THESE TWO ELEMENTS, CREATES A POWERFUL FASCINATION, WHILE INITIATING COMMUNICATION, BETWEEN OURSELVES AND THE PUBLIC.



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



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 FASHIONS CASE, IS THE MATERIALS/CROPS.

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

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

IF PEOPLE ARE NOT PAID MORE THAN A FAIR & 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 EFFECTS THE WHOLE WORLDS ENVIRONMENT.

THE CLIMATE CRISIS IS NOW AFFECTING THE ECONOMICALLY DEVELOPED COUNTRIES AS MUCH AS IT IS THE UNDER DEVELOPED COUNTRIES AND WE NEED TO BETTER SUPPORT UNDER DEVELOPED 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 BIG 5"

'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 WORLDS ENVIRONMENT.'

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

TAKE A CITY LIKE LAGOS WITH AN ESTIMATED POPULATION OF JUST UNDER 15 MILLION PEOPLE, THEY NEED SUPPORT, OR THEY WILL HAVE TO CARRY ON USING FOSSIL FUELS.

BY GOING GREEN IN A CITY LIKE LONDON, IT IS WORTH MORE TO THE ECONOMY THEN PRODUCTION AND CONSTRUCTION, IT ALSO CREATES MORE JOBS.

FOSSIL FUEL PENSION INVESTMENTS ARE NOW ALSO NEARLY NON-EXISTENT, WITH A FOCUS ON INVESTING IN RENEWABLES.

THE WORLDS GOVERNMENTS DO NOT HAVE THE MONEY TO FUND THE TRILLIONS OF DOLLARS NEEDED TO CREATE THE CHANGE, BUT THE BIG PRIVATE SECTOR AND CENTRAL BANKS DO. THESE BIG COMPANIES SHOULD BE INVESTING IN RENEWABLE ENERGY.

SURELY BY ALL WORKING TOGETHER, HUMANS CAN REDUCE THE AMOUNT OF CARBON EMISSIONS. WE ARE THE ONLY SPECIES ON THE PLANET THAT USES CARBON!

HUMANS ARE THE ONLY SPECIES THAT DESTROYS THE NATURAL WORLD, TAKE THE AMAZON RAIN FOREST FOR EXAMPLE, WHAT'S THE NEED?

ACCORDING TO STATS, THE RAIN FOREST IS EMITTING MORE CARBON THAN IT IS ABSORBING, THAT IS MENTAL!

I HEARD A QUOTE THAT HAS STUCK WITH ME, "WE ALL WORKED SEPARATELY TO CREATE THIS MESS, NOW LET'S WORK BETTER TOGETHER TO FIX THE MESS."

F/FAST FASHION



*'I WANT CONSUMERS TO VIEW
NO ONE TRUE ANYTHING AND
HIGH END FASHION IN GENERAL,
AS ART, WHEREBY PIECES ARE
LIMITED, CHERISHED AND DISPLAYED
ON THE BODY WITH PRIDE.'*

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

I WANT WANT NOTA TO BE SEEN AS A BRAND THAT
IS PIONEERING AND 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.

WITH FAST FASHION YOU CAN'T BE UNIQUE, IT
DOESN'T ALLOW YOU TO TELL YOUR STORY,
IT'S MASS PRODUCED AND POORLY MADE.

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.

CLOTHING MANUFACTURES THAT PRODUCE
CLOTHING FOR WELL KNOW HIGH STREET AND
ONLINE BRANDS, ARE EXPLOITING THEIR
STAFF, BY PAYING MINIMAL WAGES FORCING
THEM TO WORK UNACCEPTABLE HOURS, ALL
WHILE NOT CARING FOR THEIR LOCAL
ENVIRONMENTS.



'IN MY OPINION, HIGH END AND LUXURY FASHION BRANDS, NEED TO BECOME MORE AUTHENTIC AGAIN.

THEY NEED TO REALIGN WITH THEIR FOUNDING ETHOS, OTHERWISE THE LINES WILL BECOME BLURRED BETWEEN WHAT IS ABSENT-MINDED MERCHANDISE AND WHAT SHOULD BE TRULY REVERED AS THOUGHTFUL AND ENCAPSULATING DESIGN AND CRAFT.'

THE DISPOSING OF THE WATER THAT HAS BEEN USED TO CREATE CLOTHING, IS CONTAMINATED WITH CHEMICALS AND DYES AND IS NOT BEING DISPOSED OF IN WAY TO CAN RECYCLE WATER. INSTEAD THEY ARE CONTAMINATING LOCAL WATER SUPPLIES, WHICH HARMS BOTH HUMANS AND WILDLIFE.

FAST FASHION ALSO HAS THE "GREENWASHING" ELEMENT TO THEIR MARKETING.

FAST FASHION COMPANIES ARE STARING TO REALISE PEOPLE ARE MORE AWARE AND EDUCATED AS TO WHAT THEY ARE BUYING.

THIS CAUSES BRANDS TO DO THE BEAR MINIMUM TO CREATE A "SUSTAINABLE" RANGE, WHERE BY THEY USE A SMALL % OF SUSTAINABLE AND ECO-FRIENDLY MATERIALS, BUT THE VAST AMOUNT OF THE GARMENT IS PRODUCED FROM POLYESTER, WHICH IS A FORM OF PLASTIC.

I TRULY BELIEVE THAT WHAT WE ARE SEEING RIGHT NOW WITHIN THE REALM OF HIGH-END AND LUXURY FASHION, IS SOMETHING NOT TO DIS-SIMILAR OF FAST FASHION. WE ARE WITNESSING MASS PRODUCTION OF GARMENTS, BETWEEN BRANDS COLLABORATING AND I TRULY DON'T BELIEVE WE SHOULD BE CHAMPIONING THIS.

2 OF KERINGS BRANDS - GUCCI AND BALENCIAGA HAVE COLLABORATED WITH ADIDAS IN 2022. TO ME IT FEELS LIKE A DRIVE TO GAIN MASS MEDIA ATTENTION, WHILE SEEMING TO ENDORSE THE IDEA OF OVER PRODUCTION AND MASS CONSUMPTION.

THERE HAS TO BE TIME TO DIGEST AND RESPECT WHAT EACH DESIGNER HAS PUT COUNTLESS HOURS OF THOUGHT AND WORK INTO FOR EACH PIECE OF EACH COLLECTION, BEFORE IT BECOMES REDUNDANT, BECAUSE HUMANS DEMANDED MORE FASTER, DUE TO PLATFORMS LIKE THE METAVERSE AND COUNTLESS CHEAP CLOTHING OPTIONS.

IN MY OPINION, THIS IS THE COMPLETE OPPOSITE OF WHAT A LUXURY COOPERATION LIKE KERING WANTS TO ACHIEVE, I FEEL THEY HAVE TAKEN AWAY THE ETHOS OF WHAT DEFINES A LUXURY BRAND.

THE DEB-UT DENIM JACKET



'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.'

AS WELL AS USING ORGANIC COTTON DENIM AND E-FLOW, THE LOGO AND "DEB-UT" PRINT THAT YOU SEE ON THE BACK OF THE JACKET HAS NOT BEEN APPLIED USING A TRADITIONAL PRINT, AS THIS USES A LOT OF WATER AND CHEMICALS.

INSTEAD, WE HAVE USED A TRANSFER PROCESS CALLED DIRECT TO FILM (DTF). WHEN USING THE DTF METHOD, THE GARMENT DOES NOT HAVE TO BE PERTREATED AND ALSO USES A LOT LESS INK.

THE INK USED IN THE DIGITAL DIRECT INJECTION PRINTER WHEN USING A DTF METHOD, IS WATER-BASED, WHILE BEING KIND TO OUR ENVIRONMENT AND WATER SUPPLIES, USING 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.

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

THE E-FLOW PRODUCTION PROCESS OF OUR DENIM JACKET IS NEW TO BOTH MYSELF AND MY PRODUCTION PARTNERS, SO THE RESEARCH AND DEVELOPMENT PROCESS INTO BRINGING THE JACKET TO MARKET WAS NOT EASY.

WHEN USING E-FLOW, NO LONGER DO THE "STANDARD" DENIM PRODUCTION PROCESSES RULES APPLY, INSTEAD EVERYTHING HAS A DIFFERENT WAY OF WORKING, FROM HOW THE LABELS ARE APPLIED, TO HOW ARTWORK IS TRANSFERRED.

"E-FLOW IS A NEW TECHNOLOGY BASED ON NANO BUBBLES DEVELOPED AND PATENTED BY A SPANISH COMPANY, JEANOLOGIA.

THE E-FLOW 'BREAKS UP' THE SURFACE OF THE GARMENT, ACHIEVING A SOFT HAND FEEL, WHILE CONTROLLING SHRINKAGE.

A MINIMAL AMOUNT OF WATER IS NEEDED AND THERE IS ZERO DISCHARGE FROM THE PROCESS.

AIR FROM THE ATMOSPHERE IS INTRODUCED INTO AN ELECTRO FLOW REACTOR AND SUBJECTED TO AN ELECTROMECHANICAL SHOCK, CREATING NANO BUBBLES AND A FLOW OF WET AIR.

THE NANO BUBBLE MIX, IS THEN TRANSPORTED INTO A ROTATING TUMBLER CONTAINING THE DENIM GARMENTS, AND WHEN IT COMES INTO CONTACT WITH THEM, PRODUCING A SOFT AND NATURAL HAND FEEL. THE GARMENTS ARE THEN DRIED IN THE SAME TUMBLER.

WHEN TREATING INDIGO DYED GARMENTS WITH THIS TECHNOLOGY, SOME INDIGO CROSS CONTAMINATION MAY OCCUR, BUT THAT CAN BE ELIMINATED BY A DRY OZONE TREATMENT."

THIS EXPLANATION HAS BEEN PROVIDED BY ELIAS KHALIL ON REASEARCH.NET

THE FU-TURE



'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.'

OF COURSE I WANT TO CARRY ON DESIGNING CLOTHING AND INNOVATING NEW PRACTICES, BUT I ALSO WANT NOTA TO BECOME A COMMUNITY, WHERE BY 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 DO STRUGGLE AT SCHOOL TO ATTEND, TO SHARE THEIR CREATIVITY AND IDEAS, WHETHER THAT BE IN FASHION, MUSIC, ART OR WHATEVER ELSE, WHERE WE CAN HARNESS THE IDEAS AND HELP THEM ELABORATE ON THEM, TO BRING THEM FROM CONCEPT TO REALITY.

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

COV-ER-AGE

BRITISH VOGUE:

NO ONE TRUE ANYTHING
A BRITISH VOGUE APPROVED BRAND.

SEEN IN THE JULY 2022 PRINT ISSUE,
UNDER THE BANNER OF "BRIGHT YOUNG THINGS"

TIMES RADIO:

HANNAH MACINNES INTERVIEWED JAKE
ON A TOPIC THAT SURROUNDED SUSTAINABLE
FASHION, WITH A PARTICULAR INTEREST IN
HOW CERTAIN TV SHOWS ARE DITCHING FAST
FASHION SPONSORSHIPS.

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
CALLED JAKE INTO THE STUDIO FOR A LIVE INTERVIEW ON HIS
"ON THE MONEY" SHOW.

BBC RADIO:

FLEUR OSTOJAK WANTED TO LEARN MORE ABOUT HOW
NO ONE TRUE ANYTHING CAME TO FRUITION, NEW EU
PROPOSALS AIMING TO CRACK DOWN ON FAST FASHION
AND JAKE'S OPINIONS ON FAST FASHION.

STRIKE MAGAZINE:

ABBY MARTOS, EDITOR-IN-CHIEF AT STRIKE MAGAZINE,
WHICH IS A PUBLICATION THAT HOSTS ENTHUSIASTIC
CREATIVES, WITH EACH PERSON HOLDING THEIR OWN
VISION, PERSPECTIVES, AND IDEAS, WANTED TO
INTERVIEW JAKE.

ABBY LOVES THE MISSION FOR SUSTAINABLE FASHION
IN A HIGH-END FORUM AND WAS KEEN TO KNOW MORE.

REACH PLC:

NEIL SHAW RECEIVED JAKE'S PRESS RELEASE
AND WAS IMMERSSED IN WHAT HE WAS READING,
HE DECIDED TO SHARE THE NO ONE TRUE
ANYTHING STORY ACROSS 53 PUBLICATIONS AND
PLATFORMS ACROSS THE REACH PLC NETWORK.

MENSWEAR STYLE PODCAST:

PETER BROOKER FROM MENSWEAR STYLE,
INVITED JAKE ON TO THE PODCAST, TO DISCUSS A
NUMBER OF TOPICS, FROM "DRILLING DOWN ON AND
TALKING ABOUT THE SUSTAINABLE ELEMENTS" TO "WHO
DESIGNS THEM AND WHAT INFLUENCE DO YOU HAVE OVER
THE FINISHED ARTICLE?"

THANK/U

THANK YOU FOR TAKING THE TIME TO LOOK AND LEARN.

PLEASE DO FEEL FREE TO EMAIL ME WITH ANY QUESTIONS: JAKE@NOONETRUEANYTHING.COM

FOR INTERVIEW AND PROFILING OPPORTUNITIES, PLEASE EMAIL MEDIA@NOONETRUEANYTHING.COM

FOR PULLS AND PRODUCT REQUESTS PLEASE EMAIL: MEDIA@NOONETRUEANYTHING.COM

FURTHER ASSETS AND INFORMATION AVAILABLE UPON REQUEST.

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