



Men's Concepts

Sp-24

Prepared By

SINHA Knit and Denims Limited.

**Denim
Fit**

**Denim
that truly
rocks**



Denim Fit



SLIM COMFORT FIT JEANS



STRAIGHT COMFORT FIT JEANS



CARPENTER JEANS



CARROT FIT JEANS

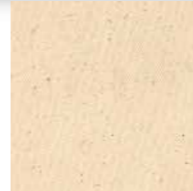


BAGGY FIT JEANS

Utility Carpenter



Detailing



Combining functionality and fashion, the Utility Jeans are now in trend a fashionable approach of course. The term utility jeans, for the most part, means active duty jeans with extra pockets for carrying tools.

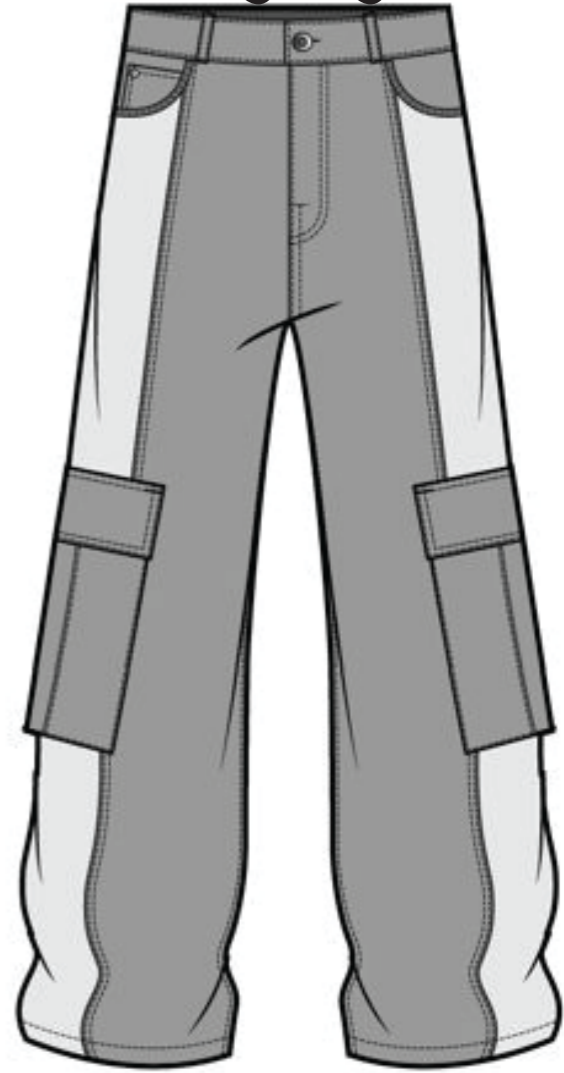
Utility Carpenter



Utility Carpenter



Styling

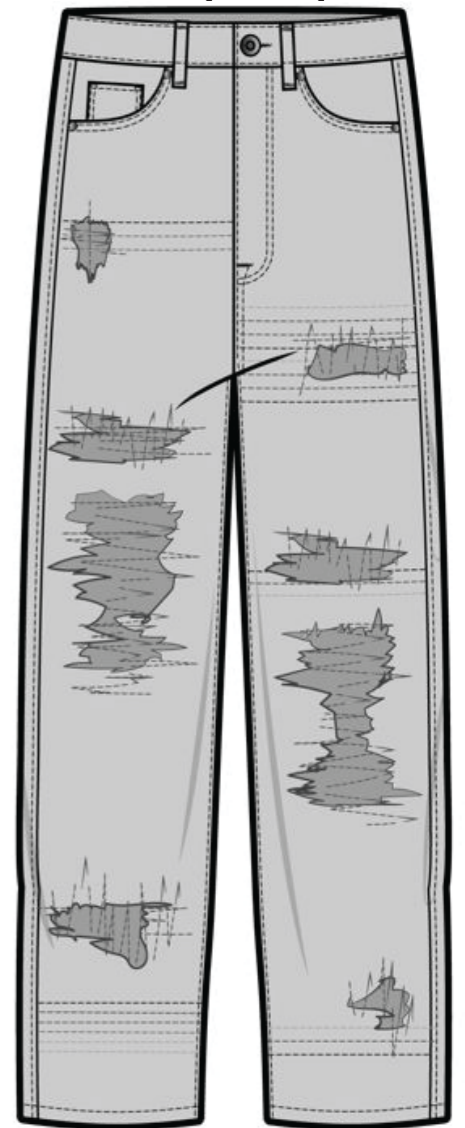


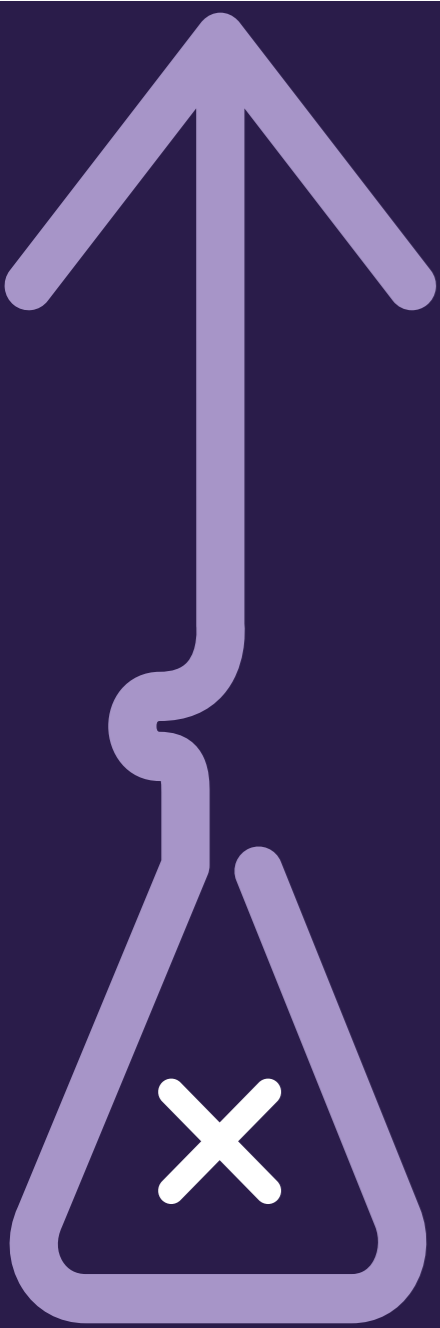
Rip and Repair Jean

Denim-makers explore expressive customisation to repair vintage and thrifted jeans, patchworked, mended and stitched techniques create a form of surface decoration born out of circular design principles.



Styling





Resource Stewardship

Our Unique approach





Denim Wash:

A compassion between conventional and sustainable wash methods.

We cover a Wide range of washes

CONVENTIONAL METHODS

- PUMIC STONE
- REGULAR ENZYME
- REGULAR ENZYME
- STABLE BLEACH (CALCIUM HYPOCHLORIDE)
- PP BLEACH
- PP SPRAY
- PP SPRAY

SUSTAINABLE METHODS

- ECO STONE
- STONE FREE ENZYME
- WATER FREE ENZYME
- ECO BLEACH- INDIGO FABRICS
- ECO BLEACH-SULPHUR FABRICS
- PERMANGANATE FREE SPRAY
- LASER BOOSTER



Denim Wash: PP

CONVENTIONAL METHODS

EIM SCORE:39

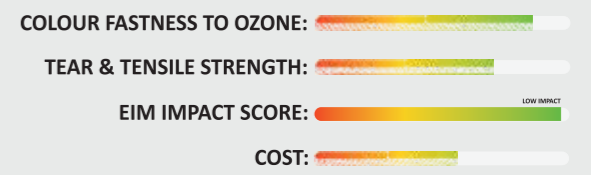
PP SPRAY



SUSTAINABLE METHODS

EIM SCORE:29

PERMANGANATE FREE
SPRAY

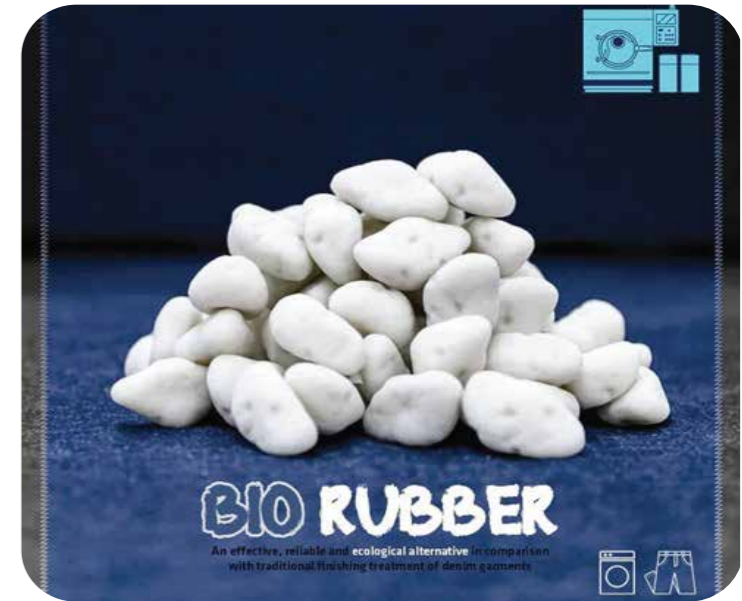


VS

SUSTAINABILITY & INNOVATION



Dyeing and laundry stages are areas of concern in the denim supply chain due to the vast amounts of water, chemicals, and energy it takes to dye and finish a pair of blue jeans.



Eco Bleach D01 (Full Green Bleach)

It is a compound, Permanganate free, onurweat PWD100 (Sulphur Bleach)



Stonewashing has long been a go-to way to achieve vintage denim character using traditional belly machines and pumice stone, but as pumice is a finite natural resource, its mining is a concern, plus in washing, it deposits chemically tainted sediment into waste water.

- In indigo plants useful organ is leaves.
- The leaves contain a soluble colourless glucoside, the indican, which oxidises in water to form the insoluble indigo.
- However, the dye is not present in the plant it self.



NATURAL DYES

ama[®]

HERBAL

In Nature We Trust

WORLD LEADER IN NATURAL DYES

Mallow[®]

Natural dye extracted from fruit rind of PUNICA GRANATUM. It gives yellow, khaki & grey colour.

Bee[®]

Its extracted from heart wood of ACACIA CATECHU. It gives Brown colour.

Rubia[®]

Its a natural dye extracted from roots & rhi-zomes of Rubia cordifolia. It gives red, pink & orange colour.

Nimbus[®]

A natural dye extracted from sticks of kerria lacca. It gives red & violet colour.

Bio Indigo[®]

A natural dye extracted from plant INDIGO TINCTORIA. The only vat category of dye in natural dyes.

Rennet[®]

Its extracted from gull nut of Quercus infectoria. This gives ivory, light yellow, grey colour.

Insect[®]

A natural dye extracted from rhizome of rhaum emodi. It gives bright yellow, brown colour.

Kareel[®]

Extracted from fruit of terminalachebula. It gives yellow, Khaki & gray colour.

Yellona[®]

Yellona is natural dye extracted from the combination of Tagetes erecta, Butca Monosperma & Mallotus. It gives bright yellow colour.

SUSTAINABLE HERBAL DYE

Natural dyes are the colouring matter drawn from natural resources primarily used in dyeing and printing of textile.& hair They are also having their use in food, pigments, wall paint, wood, etc.

Natural Dyes are drawn from three resources:



Vegetable sources

Like flowers, barks of trees, leaves, roots, fruits, fruit rinds, stems etc. This category is also known as Vegetable dyes.



Mineral sources

Some of the minerals are rich in colouring. They are directly used for colouring of textile; some of them include Hara Kashish, etc.



Animal sources

We also draw natural dyes from animals. Most commonly two natural dyes are drawn from animals comprise Lac and Cochineal.

AMA Herbal Laboratories Private Limited, Natural Colour People Since 1996.

In 1996 AMA Herbal launched its first research product, extract form of natural dyes. Today, AMA Herbal Laboratorie Private Limited is the leading manufacturer and exporter of extract form of natural dyes for textile industry and herbal products. AMA produce best natural Eco friendly products from their own ongoing R&D Programme. Make them user friendly and reasonably prized for the benefit of the people and humanity.

Natural Dyes utilization for Textile Industry is generating huge employment and livelihood opportunities in the developing countries. For taking care of the rural community at large we AMA Herbal Laboratories Private Limited emphasized on reduction of pollution load on earth and to provide rural empowerment with employment generation of our every unit sold. It strengthens agricultural practices for sustainable growth and economic development, use of natural dyes also building a strong base for organic farming in our country.

AMA follows "Best out of Waste Practice" after extracting dyes from the natural resources. The waste of natural dyes does not lead to harmful injunction to the environment, and we wind up this industrial process of making extract form of natural dyes for industrial consumption as purely an eco friendly activity in which pollution remains zero. "Best out of Waste" practice includes utilization of these natural and organic components by the rural community for its livelihood e.g. organic waste can be used as a domestic fuel supplements for the poor.

SPECIAL PROPRIETIES/ DISCLAIMER TAGS

since they are all herbal dye stuff each has it own medicinal values

- anti-bacterial
- anti-microbial
- anti-inflammatory
- astringent

Natural dyes and pigments

Brands are increasingly looking to nature as a source of organic dyestuffs, using ingredients from plants or food waste.

Sustainable metallic trims



ECO FINISHES
The new Eco Finishes do not use any electroplating during the manufacturing process, this means hazardous chemicals are not used. It is possible to save an estimated 70% on energy and also reducing the amount of water used.

ORGANIC COTTON LABEL
These are made using Organic Cotton with oil-based ink. Organic cotton is grown using methods and materials that have a low impact on the environment. Organic production systems replenish and maintain soil fertility, reduce the use of toxic and persistent pesticides and fertilizers, and build biologically diverse agriculture.

OCEAN WASTE RECYCLED PLASTIC
This uses recycled PA 6 fishing nets that are worn, have been abandoned or have been collected directly from the oceans, minimising the hazard of "Ghost nets", and reducing the effect on the marine environment.



By not employing an electrical plating process, it is possible to reduce the amount of water and electricity without using hazardous substances for metal trims. Switching over to oxidation method, we are able to save about 3,600 kWh (Energy) per 1,000kg of our products. *3,600 kWh = Average electricity consumption per family for 20 days

Zipper tapes made from recycled yarns have been launched for eco-conscious garment manufacturers seeking to offer sustainable trim solutions. The zipper tapes are made using Repreve polyester yarns from Unifi Inc, which are made from 100% recycled materials, and sold under Ideal Fastener's Ideal Earth brand



PURECOLOR®
ANTELOP
RED



PURECOLOR®
ESTREMOZ
PINK



PURECOLOR®
SANTA
MONICA
YELLOW



PURECOLOR®
MERZOUGA
ORANGE



PURECOLOR®
VALGANNA
GREEN



PURECOLOR®
GRAN
SASSO
GREY



PURECOLOR®
FUJI
BROWN

PURECOLOR®
100% NATURAL

Wash Range

Men's



DARK RINSE



DARK



MEDIUM



MED LIGHT



LIGHT

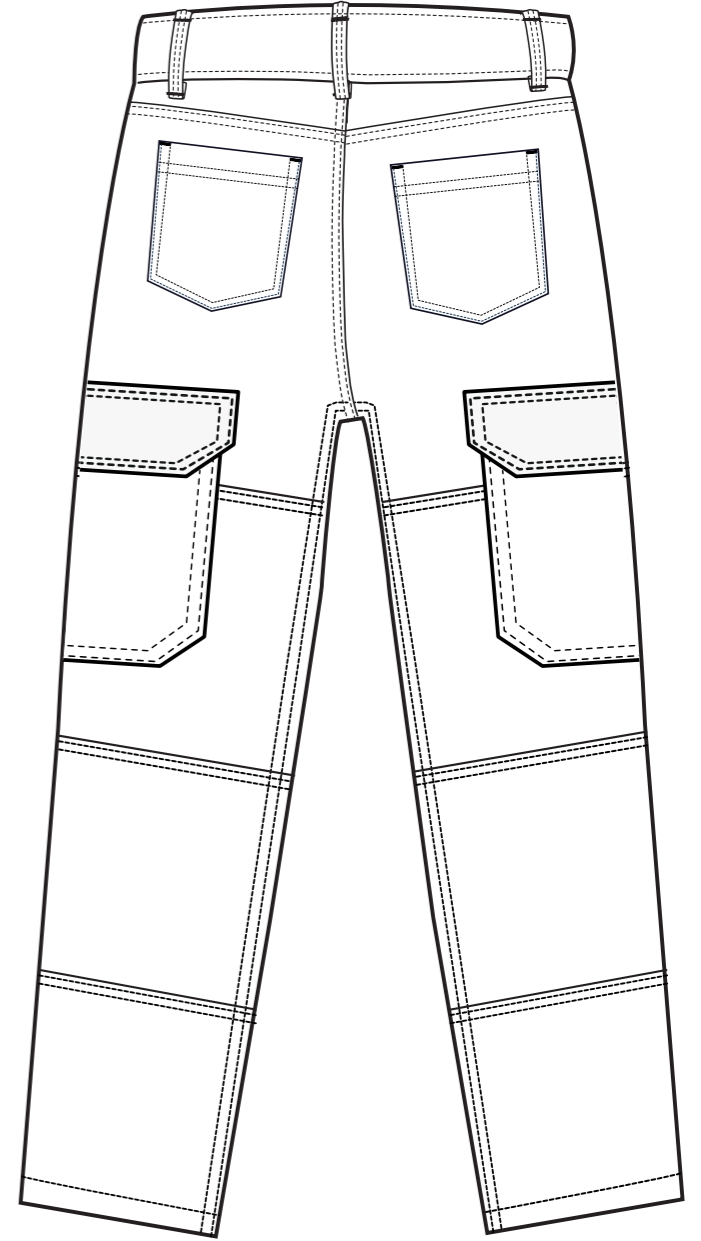
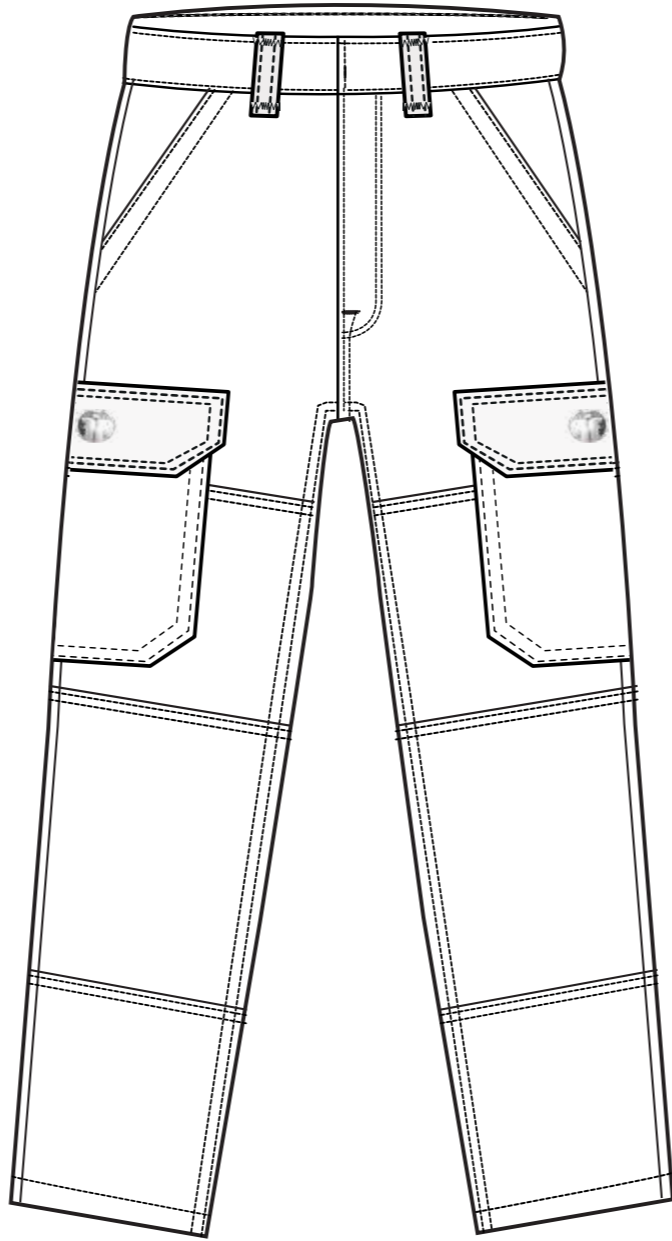


SUPER LIGHT



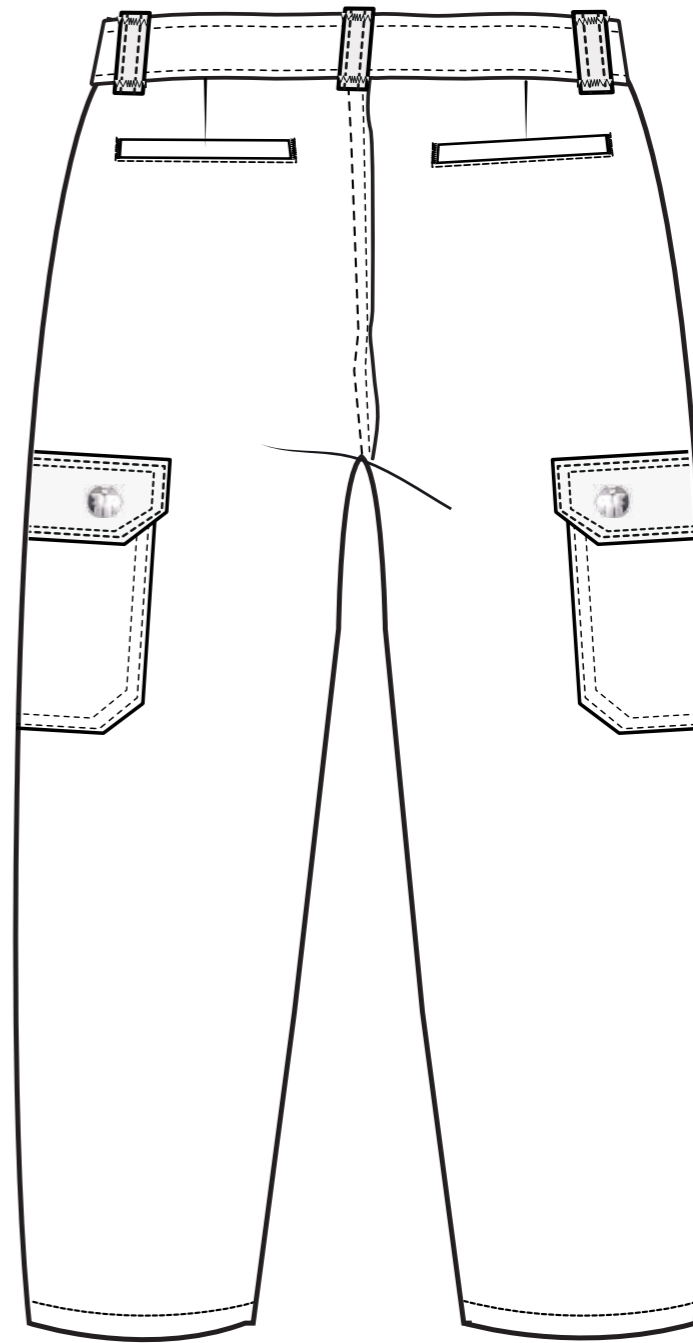
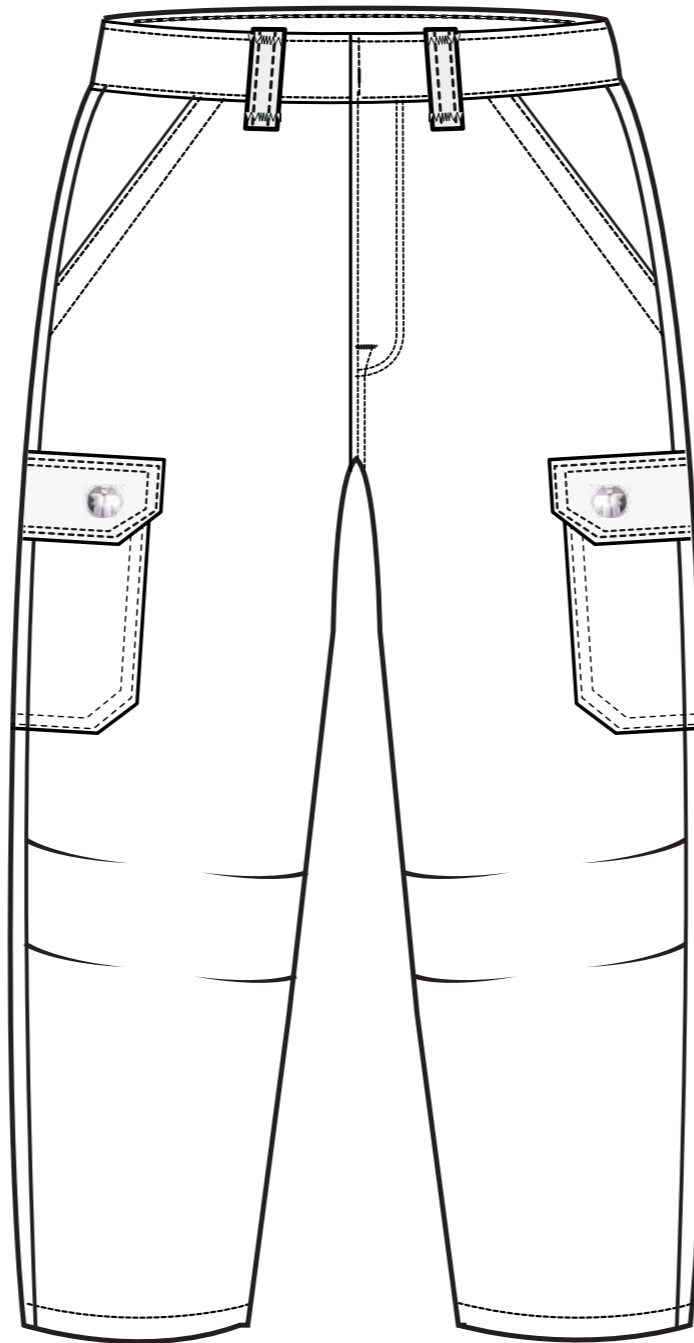
SUPER BLEACHED

Inspiration

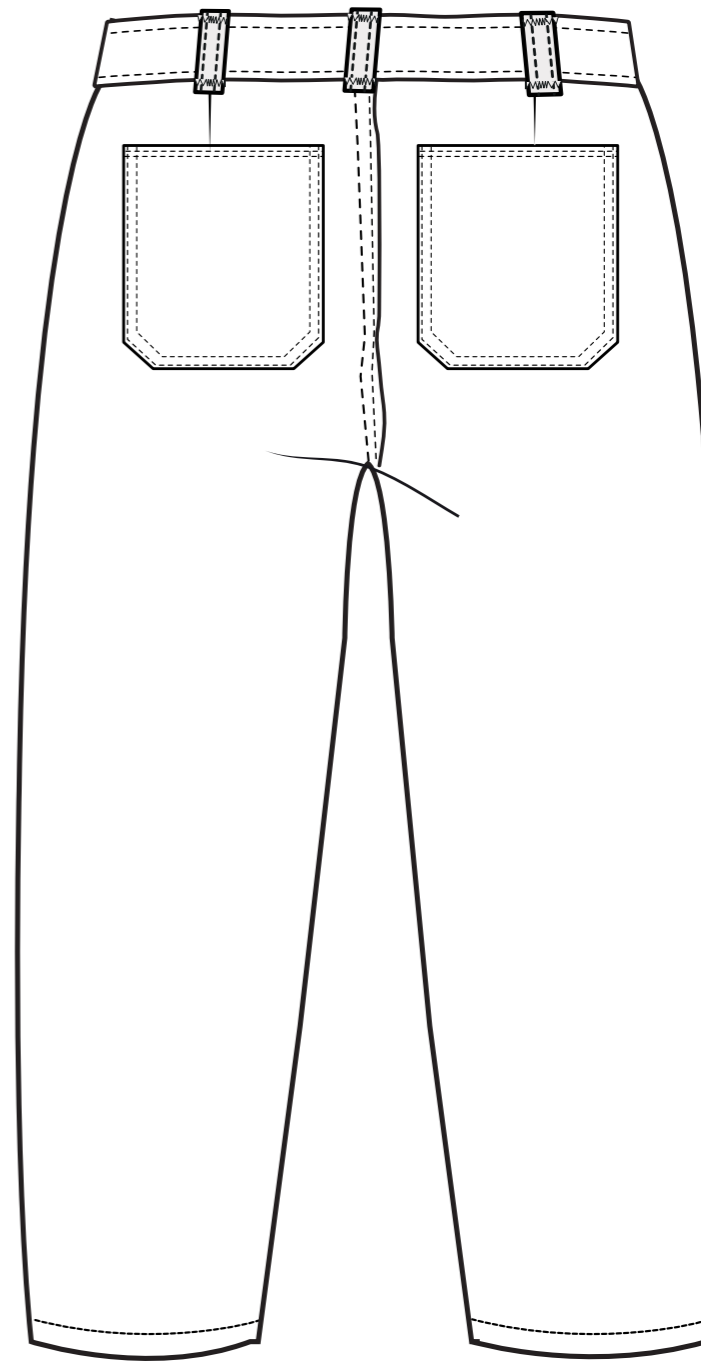
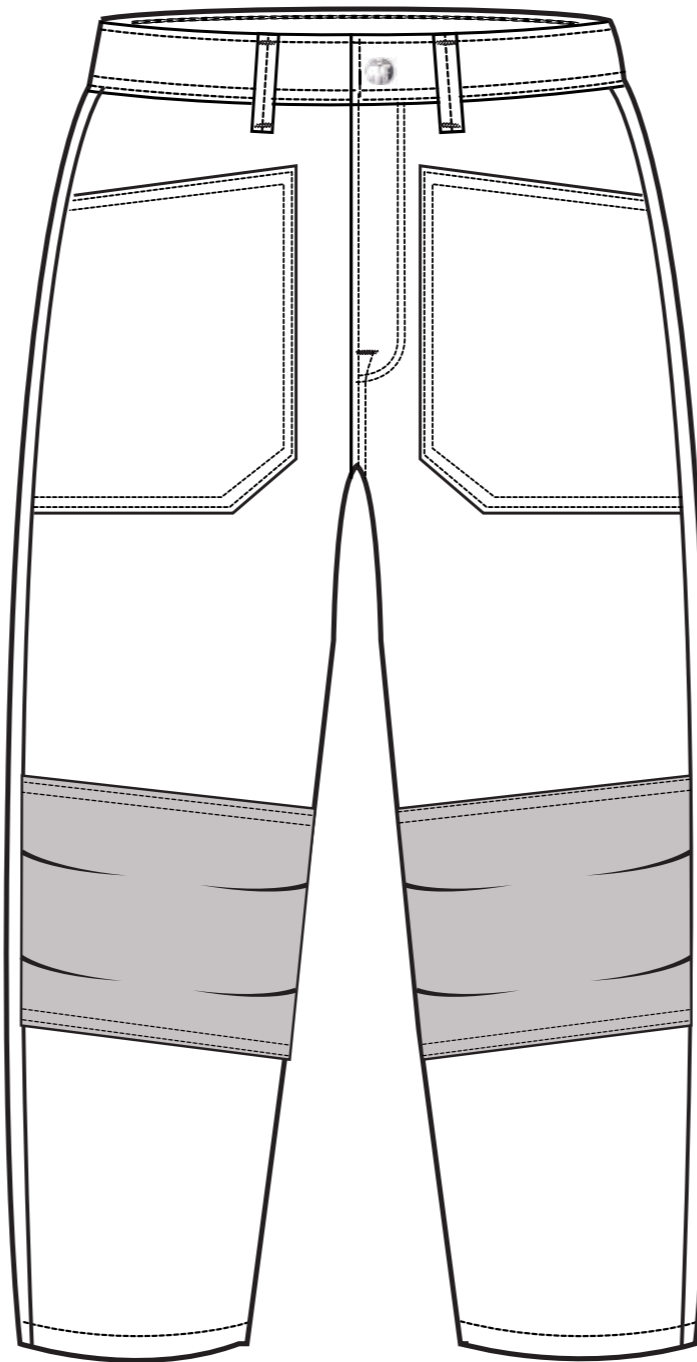


Black Fabric

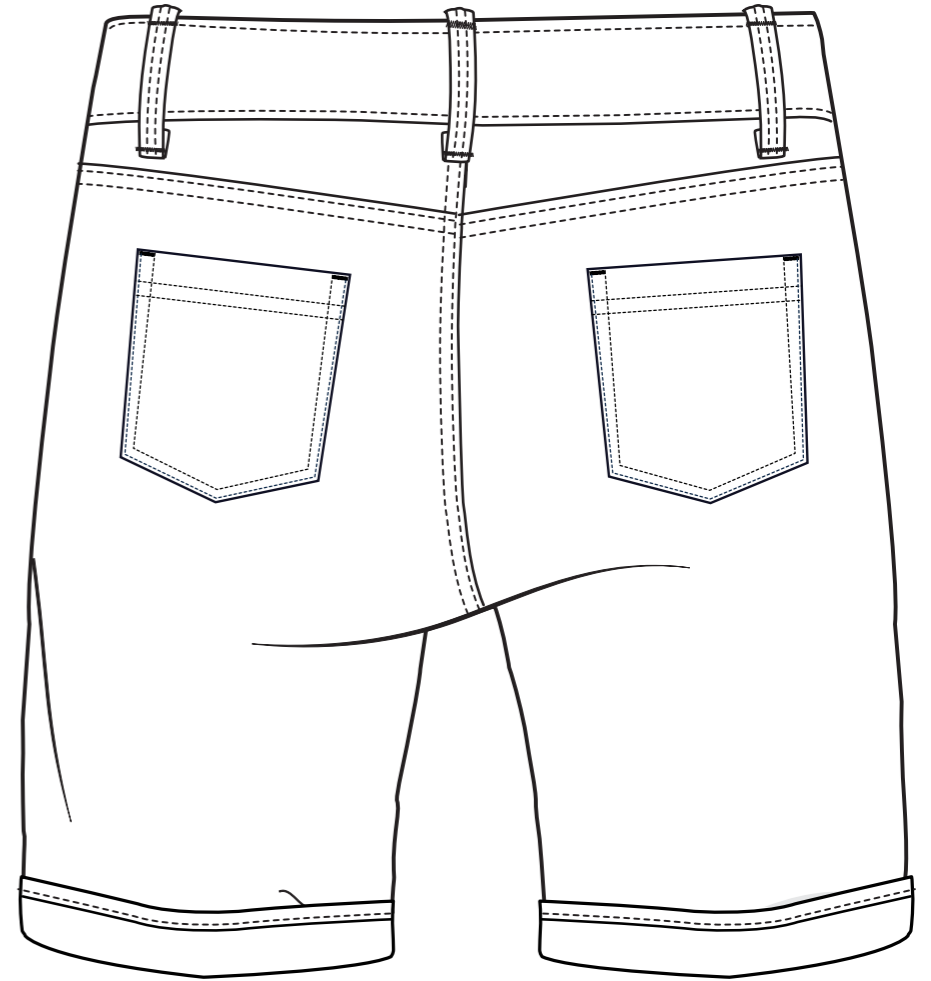
Inspiration



Inspiration

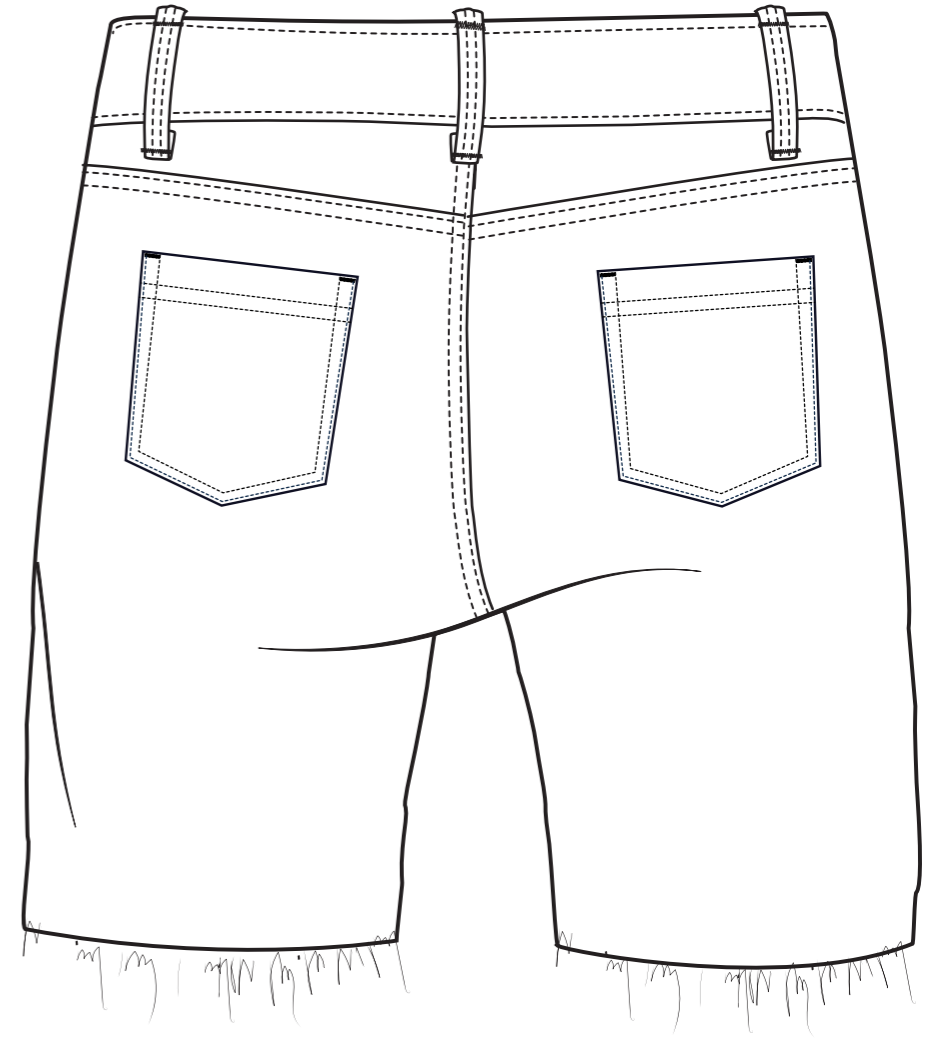


Inspiration



Turn Up

Inspiration





thank you