



Happinessthe longing for repetition

REPETITION... PRACTICE, PREPARE, STRENGTHEN, REFINE, REPEAT

To repeat can be almost meditative.

Choosing a theme, go in depth with it, and go through it detail by detail.

Refine, sophisticate, and in so doing, achieve the sublime.

That is the beauty of repetition.

In repetition lies the recognition, the familiar.

Recognition establishes peace of mind in a precarious time and brings joy towards the well-known.

Time stands still.

Timeless.

Time and place to concentration and devotion towards details.

An attempt to design and create harmony.

Our present time is about limiting and focus. Extend the lifetime and add the value of durability. It is about simplification and curate.

The focus is on quality and the perfect fit. To do what we are best at.

The design that has passed the test and proven to be continuously interesting should live on.

By being aware of our strengths we become stronger.

1.3

We have looked through our Essentials. New has come, others have gotten an inspection. New attention to the already known. New classics has been added.

Flower print, paisley patterns, ditzy floral, in cogent order, shadow prints, polka dots, and yarn dyed stripes.

Recognizable and repeated.

Our inspiration comes from timeless design and fineart. We celebrate natural forms and stylised botanicals in toned down colours.

The colours are authentic and familiar. Grounded nostalgic colours tap into the comfort of the familiar at a time of rapid change, drawing on the appeal of nature and nostalgia.

They are authentic and relatable, rather than saturated and flashy.

Several colour tones are repeated throughout the collection.

More tones will continue with us into spring. The lifetime extends.

"We're talking about how every garment has to have a purpose, and we have to have time to lean in and work towards perfection. Things are never perfect, but we want to really develop and refine our designs and keep making them better.

We want to keep making what we do better.

That's been a huge focus. "

We hope you will enjoy

1.3 COLOURS JULY



1.3 CORE COLOURS

00505 cloud dancer	00664 fog	00000 black
00712 tofu	00981 oatmeal	00690 dress blues
00929 bone white	00715 moonlight	00417 adobe rose

1.3 PRINT OVERVIEW JYLY



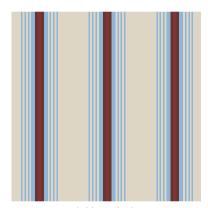
antique bloom organic poplin print red 00465



soft moss print black 00471



drapy jersey print brown 00474



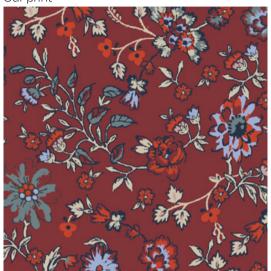
essential bonded cotton art off white 00858



cotton check art blue 00477

1.3 PRINT HISTORY JULY

Our print



Own inhouse design

< ANTIQUE BLOOM ORGANIC POPLIN

This delicate floral print with a vintage feel is timeless and classic. It is designed and drawn by hand inhouse at Noa Noa design studio.

Vintage inspired print

SOFT MOSS >

This floral print with abstract funny squares is inspired from an old piece of fabric from the in house Noa Noa vintage library. It is re-designed and drawn by hand inhouse at Noa Noa design studio.



Our print



Vintage inspired print

< DRAPY JERSEY

An antique shirt from the 70's, originally found at the antique market "marché aux puces saint-ouen" in Paris, has been the inspiration for this print.

The delicate swirly flowers and leaves has been re-drawn by hand inhouse at Noa Noa design studio and filled with colours from the july colourcard.





ANTIQUE BLOOM ORGANIC VOILE - 1-10670-1

Tunic, Long sleeve 100% cotton (organic) Size: S - L





ANTIQUE BLOOM ORGANIC VOILE - 1-10671-1

Blouse, Long sleeve 100% cotton (organic) Size: 32 - 46





COTTON CHECK - 1-10689-1

Light outerwear, Long sleeve 39% cotton, 27% viscose,31% polyester,3% elastane Size: 32 - 46





COTTON CHECK - 1-10690-1

Trousers, Skimpy length 39% cotton, 27% viscose,31% polyester,3% elastane Size: 32 - 46



ESSENTIAL LACE JERSEY



ESSENTIAL LACE JERSEY - 1-6716-14

Top, Strap 95% viscose, 5% elastane Size: XXS - XXL



ESSENTIAL LACE JERSEY - 1-0470-36

Dress strap, Strap 95% viscose, 5% elastane Size: XXS - XXL



ESSENTIAL LACE JERSEY - 1-1313-42

Leggings, Long 95% viscose, 5% elastane Size: XXS - XXL



ESSENTIAL LACE JERSEY



ESSENTIAL LACE JERSEY - 1-6232-19

T-shirt ,Long Sleeve 95% viscose, 5% elastane Size: XXS - XXL



ESSENTIAL LACE JERSEY - 1-8569-7

T-shirt, Long Sleeve 95% viscose, 5% elastane Size: XXS - XXL



ESSENTIAL LACE JERSEY - 1-6847-8

T-shirt, Long Sleeve 95% viscose, 5% elastane Size: XXS - XXL





DRAPY JERSEY - 1-10646-2

T-shirt, Short sleeve 95% viscose, 5% elastane Size: XXS - XXL





DRAPY JERSEY - 1-10591-2

Skirt, Below knee 95% viscose, 5% elastane Size: XXS - XXL





DRAPY JERSEY - 1-10738-1

Dress long sleeve, Below knee 95% viscose, 5% elastane Size: XXS - XXL





DRAPY JERSEY - 1-10590-2

Dress long sleeve, Below knee 95% viscose, 5% elastane Size: XXS - XXL





LIGHT VISCOSE STRUCTURE - 1-10681-1

Blouse, Short sleeve 100% viscose Size: 32 - 46



LIGHT VISCOSE STRUCTURE - 1-10682-1

Trousers, Long 100% viscose Size: 32 - 46







LIGHT WEIGHT INDIGO - 1-10379-1

Dress long sleeve, Knee lenght 100% cotton Size: 32 - 46





ESSENTIAL BONDED COTTON - 1-10515-2

Blouse, Long sleeve 100% cotton Size: 32 - 46



ESSENTIAL BONDED COTTON - 1-8981-17

Tunic, Long sleeve 100% cotton Size: 32 - 46



ESSENTIAL SOFT STRUCTURE COAT - 1-7445-12

Light outerwear, long sleeve 62% polyester, 33% viscose, 5% elastane Size: 32 - 46





ESSENTIAL LEGGINS - 1-8502-15

Leggins, Long 60% cotton, 30% lycocell, 7% polyester, 3% elastane Size: 32 - 46





SOFT MOSS - 1-10685-1 Blouse, Short sleeve 50% viscose (Eco Vero), 50% viscose Size: 32 - 46



LIGHT VISCOSE STRUCTURE - 1-10686-1 Skirt, Short 50% viscose (Eco Vero), 50% viscose Size: 32 - 46



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LIGHT VISCOSE STRUCTURE - 1-10684-1 Tunic, Long sleeve 50% viscose (Eco Vero), 50% viscose Size: 32 - 46



LIGHT VISCOSE STRUCTURE - 1-10683-1

Dres long sleeve, 3/4 length

50% viscose (Eco Vero), 50% viscose

Size: 32 - 46

ESSENTIAL STRETCH



ESSENTIAL STRETCH - 1-10667-1

Skirt, Below knee 97% cotton, 3% elastane Size: 32 - 46



ESSENTIAL STRETCH JERSEY - 1-10665-1

Trousers, Long 97% cotton, 3% elastane Size: 32 - 46



ESSENTIAL STRETCH - 1-10666-1

Trousers, Skimpy length 97% cotton, 3% elastane Size: 32 - 46





ORGANIC COTTON KNIT - 1-10721-1

Pullover, Short sleeve 100% cotton (organic) Size: XXS - XXL





ORGANIC COTTON KNIT - 1-10720-1

Cardigan, Long sleeve 100% cotton (organic) Size: XXS - XXL





ORGANIC BLUE CHECK - 1-10765-1

Blouse, Long sleeve 100% cotton (organic) Size: 32 - 46





ORGANIC BLUE CHECK - 1-10764-1

Dress long sleeve, Knee length 100% cotton (organic) Size: 32 - 46



1.3 COLOURS AUGUST

 01106 maroon
 00664 fog
 00784 sea moss

 01188 malaga
 01111 brunnera blue
 01187 dusky green

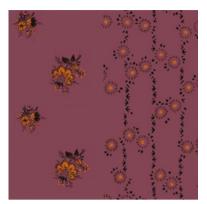
 00896 toasted coconut
 00757 navy peony
 01177 fennel seed

 01132 ginger bread
 00690 dress blues
 01189 straw

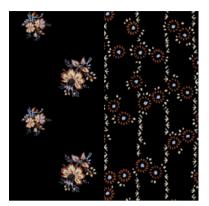
CORE COLOURS

00505 cloud dancer	00664 fog	00000 black
00712 tofu	00981 oatmeal	00690 dress blues
00929 bone white	00715 moonlight	00417 adobe rose

1.3 PRINT OVERVIEW AUGUST



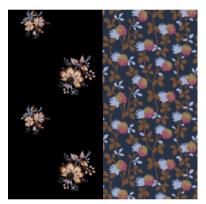
floral moss print rosa 00718



floral moss print black 00471



paisley air crepe print blue 00464



organic floral cotton print black 00471

1.3 PRINT HISTORY AUGUST

Main print



Vintage inspired print

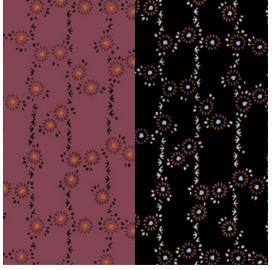
< FLORAL MOSS/ ORGANIC FLORAL COTTON

An antique shirt, originally found at the antique market "marché aux puces saint-ouen" in Paris, has been the inspiration for this print. The delicate flower bouquets has been re-drawn by hand inhouse at Noa Noa design studio and filled with colours from the august colourcard.

Vintage inspired print

FLORAL MOSS >

This floral print is inspired from a decorative japanese card. Time-wise the card is dated from a period known as the Meiji period, a Japanese era dating from 1868 to 1912. Trim print



Our print



Vintage inspired print

< PAISLEY AIR CREPE

This delicate tiny paisley print is inspired from a vintage printed garment that we originally found at the antique market "marché aux puces saint-ouen" in Paris. The pattern is re-drawn by hand inhouse at Noa Noa design studio.

Vintage inspired print

ORGANIC FLORAL COTTON >

This ditzy floral print comes from a printed fabric piece found at the fleamarket "marché aux puces saint-ouen" in Paris. It is re-drawn by hand inhouse at Noa Noa design studio.

Trim print







FLORAL MOSS - 1-10702-1 Blouse, Short sleeve 50% viscose (Eco Vero), 50% viscose Size: 32 - 46





FLORAL MOSS - 1-10701-1 Tunic, 3/4 sleeve 50% viscose (Eco Vero), 50% viscose Size: 32 - 46





FLORAL MOSS - 1-10700-1 Dress short sleeve, 3/4 length 50% viscose (Eco Vero), 50% viscose Size: 32 - 46



LIGHT ALPACA KNIT



LIGHT ALPACA KNIT - 1-10779-1

Pullover, Long sleeve 42% wool, 42% polyamide, 14% alpaca, 2% spandex Size: XXS - XXL





LIGHT ALPACA KNIT - 1-10826-1

Pullover, 3/4 sleeve 42% wool, 42% polyamide, 14% alpaca, 2% spandex Size: XXS - XXL





LIGHT ALPACA KNIT - 1-10778-1

Cardigan, Long sleeve 42% wool, 42% polyamide, 14% alpaca, 2% spandex Size: XXS - XXL









ORGANIC FLORAL COTTON - 1-10694-1

Jacket, Long sleeve

100% cotton (organic)

Size: 32 - 46









ESSENTIAL VISCOSE KNIT - 1-10771-1

Pullover, Short sleeve 72% viscose, 28% polyamide Size: XXS - XXL





ESSENTIAL VISCOSE KNIT - 1-10770-1

Pullover, Long sleeve 72% viscose, 28% polyamide Size: XXS - XXL





ESSENTIAL VISCOSE KNIT - 1-8395-8

Skirt, Knee length 72% viscose, 28% polyamide Size: XXS - XXL





ESSENTIAL VISCOSE KNIT - 1-9410-6

Dress long sleeve, Below knee 72% viscose, 28% polyamide Size: XXS - XXL





ESSENTIAL GARBADINE - 1-10733-1

Jacket, Long sleeve 73% polyester, 22% viscose, 5% elastane Size: 32 - 46





ESSENTIAL GARBADINE - 1-10734-1

Trousers, Long 73% polyester, 22% viscose, 5% elastane Size: 32 - 46





ORGANIC COTTON DOBBY - 1-10699-1

Blouse, Long sleeve 100% cotton (organic) Size: 32 - 46





SPACEDYED KNIT - 1-10725-1

Pullover, Long sleeve 27% superfine alpaca, 28% wool, 45% polyamide Size: S - L



ESSENTIAL DRESSY CREPE



ESSENTIAL DRESSY CREPE - 1-10735-1

Dress long sleeve, 3/4 length 55% viscose, 45% viscose (Eco Vero) Size: 32-46



ESSENTIAL DRESSY CREPE - 1-10736-1

Dress long sleeve, Below knee 55% viscose, 45% viscose (Eco Vero) Size: 32-46



ESSENTIAL DRESSY CREPE - 1-10737-1

Skirt, 3/4 length 55% viscose, 45% viscose (Eco Vero) Size: 32-46



ALPACA KNIT – 1-10755-1 Pullover, Long sleeve 53% wool, 30% polyamide, 17% alpaca Size: XXS - XXL





ALPACA KNIT – 1-10753-1 Pullover, Long sleeve 53% wool, 30% polyamide, 17% alpaca Size: XXS - XXL





ESSENTIAL SINGLE JERSEY TEE - 1-10773-1

T-shirt, shrt sleeve 100% cotton Size: XXS - XXL



ESSENTIAL ORGANIC CORDUROY

NOA 40 years of NOA

Through our 40 year of existing corduroy has been a signature fabric. We love how colours are represented in corduroy and how corduroy is adding tactility and warmth to product without compromising functionality. Today our essential Corduroy program off course is offered in 100% organic cotton.

True keepsake pieces.



ESSENTIAL ORGANIC CORDUROY - 1-9854-4

Jacket, Long sleeve

100% cotton (organic)

Size: 32 - 46



ESSENTIAL ORGANIC CORDUROY - 1-9855-4
Trousers, Long
100% cotton (organic)
Size: 32 - 46



ESSENTIAL ORGANIC CORDUROY - 1-10034-4

Skirt, Above knee

100% cotton (organic)

Size: 32 - 46

CHECKED WOOL



CHECKED WOOL - 1-10660-1

Heavy outerwear, Long sleeve 50% wool , 50% polyester Size: 32 - 46





CHECKED WOOL - 1-10659-1

Heavy outerwear, Long sleeve 50% wool , 50% polyester Size: 32 - 46





ESSENTIAL ORGANIC POPLIN - 1-10517-3

Blouse, Long sleeve
100% cotton (organic)
Size: 32 - 46



PAISLEY AIR CREPE



PAISLEY AIR CREPE - 1-10714-1

Blouse, Short sleeve 57% viscose (Eco Vero), 43% viscose Size: 32 - 46





PAISLEY AIR CREPE - 1-10715-1

Trousers, Long 57% viscose (Eco Vero), 43% viscose Size: 32 - 46





PAISLEY AIR CREPE - 1-10713-1

Dress long sleeve, 3/4 length 57% viscose (Eco Vero), 43% viscose Size: 32 - 46



ESSENTIAL COTTON CASHMERE



ESSENTIAL COTTON CASHMERE - 1-7291-18

Cardigan, Long sleeve 90% cotton, 10% cashmere Size: XXS - XXL





ESSENTIAL COTTON CASHMERE - 1-10776-1

Cardigan, Long sleeve 90% cotton, 10% cashmere Size: XXS - XXL



ESSENTIAL MERINO KNIT



ESSENTIAL MERINO KNIT - 1-10324-2

Pullover, Long sleeve 100% merino wool Size: XXS - XXL



ESSENTIAL MERINO KNIT - 1-10752-1

Pullover, Long sleeve 100% merino wool Size: XXS - XXL





ESSENTIAL MERINO KNIT - 1-9044-4

Dress long sleeve, Above knee 100% merino wool Size: XXS - XXL





LIGHT MOSS - 1-10730-1

Blouse, 3/4 sleeve 100% viscose Size: 32 - 46



LIGHT MOSS - 1-10729-1

Dress long sleeve, 3/4 length 100% viscose Size: 32 - 46







SOFT CABLE KNIT - 1-10724-1

Pullover, Long sleeve 43% Mohair, 30% Polyamide, 27% Acrylic Size: S - L



ESSENTIAL COTTON MELANGE



ESSENTIAL COTTON MELANGE - 1-7914-15

Pullover, Long sleeve 100% cotton Size: XXS - XXL



ESSENTIAL COTTON MELANGE - 1-9643-3

Pullover, Long sleeve 100% cotton Size: XXS - XXL



ESSENTIAL COTTON MELANGE - 1-7909-15

Cardigan, Long sleeve 100% cotton Size: XXS - XXL



ESSENTIAL COTTON MELANGE - 1-5603-30

Cardigan, Long sleeve 100% cotton Size: XXS - XXL





FAUX FUR - 1-10662-1 Heavy outerwear, Long sleeve 100% poyester Size: 32 - 46



CLASSIC WOOL - 1-10664-1 Heavy outerwear, Long sleeve 50% wool 50% polyester Size: 32 - 46



CLASSIC WOOL - 1-10663-1 Heavy outerwear, Long sleeve 50% wool 50% polyester Size: 32 - 46





NOA QUILTED COAT - 1-10275-3

Light outerwear, Long sleeve 100% polyester (recycled) Size: 32 - 46



NOA NOA SHOPPER - 1-10845-1

Large bag 100% Cotton (recycled) One size









01132 ginger bread

00417 adobe rose

00664 fog

00505 cloud dancer



otn printed ramie print multicolour 00549



otn sheer tencel print black 00471



otn organic cotton quilt print brown 00474

Our print



Vintage inspired print

< OTN PRINTED RAMIE

This kind of print is in the category called Indienne. It is a European version of traditional Indian designs. It has a more sophisticated and less of a "block print" look. The origion of this print is either English or French, from the late 1800's and was primarily used for fashion. It is re-drawn by hand inhouse at Noa Noa design studio.

Vintage inspired print

OTN SHEER TENCEL >

This swirly dotted floral print comes from a printed shirt found at the fleamarket "marché aux puces saint-ouen" in Paris. It is re-drawn by hand inhouse at Noa Noa design studio.





Our print



Own inhouse design

< OTN ORGANIC COTTON QUILT - MAIN PRINT

This big scale detailed floral print is a celebration of natural forms and stylised botanicals. It is designed and drawn by hand inhouse at Noa Noa design studio.

Vintage inspired print

OTN ORGANIC COTTON QUILT >

This print has a feel of art nouveau with its sinuous curves of natural forms and abstract plants and flowers. It is re-drawn by hand inhouse at Noa Noa design studio.

Trim print





OTN SHEER TENCEL - 1-10679-1 Blouse, Long sleeve 100% tencel

Size: 32 - 46





OTN SHEER TENCEL - 1-10678-1
Dress long sleeve, Knee length
100% tencel
Size: 32 - 46



OTN ORGANIC LINEN DECO - 1-10677-1

Various, Collar 100% linen (organic) Size: One size



OTN ORGANIC LINEN DECO - 1-10676-1

Blouse, Lone sleeve 100% linen (organic) Size: 32 - 46





OTN ORGANIC CORDUROY -1-10674-1

Trousers, Long 98% cotton (organic), 2% elastane Size: 32 - 46



Our desire for a slower pace of life and balance tap into homespun techniques. Quilting adds a personal touch to garments. At Noa Noa we embrace the imperfect aesthetic and value the time-tested artisanal skill, therefore quilted coats, jackets and vest are valued members in the product range and has been so from the absolute beginning.



OTN ORGANIC COTTON QUILT - 1-10669-1

Vest 100% cotton (organic) Size: 32 - 46



OTN ORGANIC COTTON QUILT - 1-10530-3

Jacket, 3/4 sleeve 100% cotton (organic) Size: 32 - 46





OTN PRINTED RAMIE - 1-10673-1

Various, Collar 100% ramie Size: 32 - 46





OTN PRINTED RAMIE - 1-10672-1

Blouse, Lone sleeve 100% ramie Size: 32 - 46





OTN WOOL KNIT - 1-10743-1

Vest 100% wool Size: S - L



OTN WOOL KNIT - 1-10742-1 Pullover, Long sleeve 100% wool Size: S - L

1.3 COLOURS SEPTEMBER

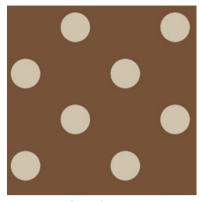
01111 brunnera blue 01191 toffee 00000 black 00807 blue surf 00436 india ink 00109 army green 01190 olive green CORE COLOURS 00505 cloud dancer 00664 fog 00000 black 00712 tofu 00981 oatmeal 00690 dress blues

00715 moonlight

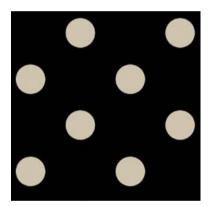
00929 bone white

00417 adobe rose

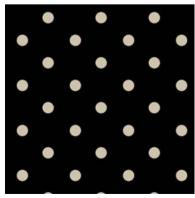
1.3 PRINT OVERVIEW SEPTEMBER



dotted moss print brown 00474



dotted moss print black 00471



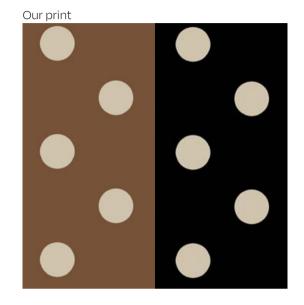
dotted jersey print black 00471

1.3 PRINT HISTORY SEPTEMBER

Own inhouse design

DOTTED MOSS >

Polka dots..... A Noa Noa evergreen, a classic that still has its merits. Recognizable and repeated.

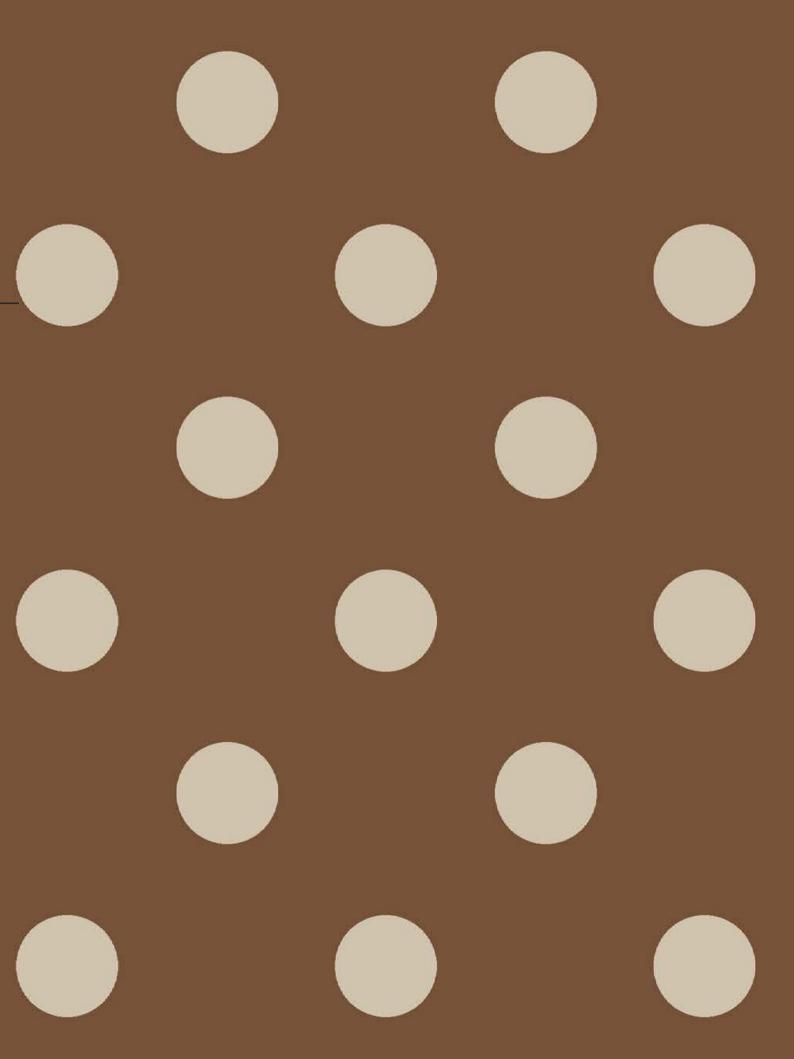


Our print



Own inhouse design < DOTTEDJERSEY

Polka dots..... A Noa Noa evergreen, a classic that still has its merits. Recognizable and repeated.





Our heritage of polka dots and coffee bean prints are well known and often a print theme in a Noa Noa collection. Polka dots continuing to offer a great base for creativity. We proudly present a polka dot program in our AW 21 collection to celebrate our dot heritage. The looks are utterly feminine #prettywomen.



DOTTED MOSS - 1-10692-1 Blouse, Long sleeve 50% viscose (Eco Vero), 50% viscose Size: 32 - 46





DOTTED MOSS - 1-10693-1 Skirt, 3/4 length 50% viscose (Eco Vero), 50% viscose Size: 32 - 46





DOTTED MOSS - 1-10691-1 Dress long sleeve, 3/4 length 50% viscose (Eco Vero), 50% viscose Size: 32 - 46



ESSENTIAL MELANGE MOHAIR



ESSENTIAL MELANGE MOHAIR - 1-9647-5

Pullover, Long sleeve 38% mohair, 32% acrylic, 30% polyamide Size: XXS - XXL





ESSENTIAL MELANGE MOHAIR - 1-8849-5

Cardigan, Long sleeve 38% mohair, 32% acrylic, 30% polyamide Size: XXS - XXL





ESSENTIAL MELANGE MOHAIR - 1-10704-1

Dress long sleeve, Above knee 38% mohair, 32% acrylic, 30% polyamide Size: XXS - XXL





DOTTED JERSEY - 1-10739-1

Blouse, Long sleeve 95% viscose, 5% elastane Size: XXS - XXL





NAPPA LEATHER - 1-10711-1

Skirt, 3/4 length 100% leather Size: 32 - 46



AUTUMN TWEED - 1-10708-1

Jacket, Long sleeve 70% polyester, 30% wool Size: 32 - 46





AUTUMN TWEED - 1-10709-1

Trousers, Long 70% polyester, 30% wool Size: 32 - 46





AUTUMN TWEED - 1-10710-1

Skirt, Below knee 70% polyester, 30% wool Size: 32 - 46



COMFORT ALPACA



COMFORT ALPACA - 1-10848-1

Pullover, Long sleeve 44% alpaca, 31% polyamide, 15% wool, 10% viscose Size: S - L



Pullover, Long sleeve
44% alpaca, 31% polyamide,15% wool, 10% viscose
Size: S - L





COMFORT ALPACA - 1-10295-2 Cardigan, Long sleeve 44% alpaca, 31% polyamide,15% wool, 10% viscose Size: S - L





ESSENTIAL STRETCH VELVET - 1-6996-6

Trousers, Long 98% cotton, 2% elastane Size: 32 - 46





ESSENTIAL WINTER MOHAIR - 1-10707-1

Vest 38% mohair, 32% acrylic, 30% polyamide Size: XXS - XXL



ESSENTIAL WINTER MOHAIR



ESSENTIAL WINTER MOHAIR - 1-10021-2

Pullover, Long sleeve 38% mohair, 32% acrylic, 30% polyamide Size: XXS - XXL



ESSENTIAL WINTER MOHAIR - 1-10020-2

Pullover, Long sleeve 38% mohair, 32% acrylic, 30% polyamide Size: XXS - XXL



ESSENTIAL WINTER MOHAIR - 1-10706-1

Cardigan, Long sleeve 38% mohair, 32% acrylic, 30% polyamide Size: XXS - XXL



ESSENTIAL WINTER MOHAIR - 1-10426-2

Various, Collar 38% mohair, 32% acrylic, 30% polyamide Size: XXS - XXL





WINTER COMFORT - 1-10732-1

Light outerwear, Long sleeve 60% polyester, 40% polyamide Size: 32 - 46



DOWN - 1-10274-3 Heavy outerwear, Long sleeve 60% polyester, 40% polyamide Size: 32 - 46



LONG DOWN - 1-9977-3 Various, Collar 100% polyester Size: 32 - 46



REPETITION

practice
prepare
strengthen
refine
repeat

