

SPRING-SUMMER 2024

Hot!mS

LNJ DENIM PRESENTS



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TIME TO SWITCH

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It's been a tumultous period for humanity but as in our collective history, we are slowly bouncing back with a newfound sense of wisdom and self-awareness.

There has been an on-going inner revolution amongst the populace across the world during this time and it has led to an understanding that our worlds are intertwined and even more connected than we thought they were.

For such a blend of existence, it makes little sense to isolate categories and divide our mental faculties. Instead, it is only sensible to SWITCH from one role to another as we move along. For this spring and summer season, we simply strived to make it easy for everyone!





SCAN TO  
GET IN TOUCH



**RSWM Limited**  
an LNJ Bhilwara Group Company



Blurring the lines  
between jungles,  
concrete or green

**URBANITE**



# 1 URBANITE

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Today's working class heroes know what they want and when they want it. Gone are the times of conformity - today, everyone is poised with the confidence of standing out. For the urbanite of this new era, we've got offerings that are as awesome in board meetings as they are commuting across downtown!



**DETECTIVE**  
12.5 Oz 33"  
98.5% Cotton + 1.5% Lycra



**COACH**  
4.5 Oz 62"  
68.5% Cotton + 31.5% Coolmax



**ARCHER**  
10.75 Oz, 58"  
71.5% Cotton + 27% Kooltex + 1.5% Lycra



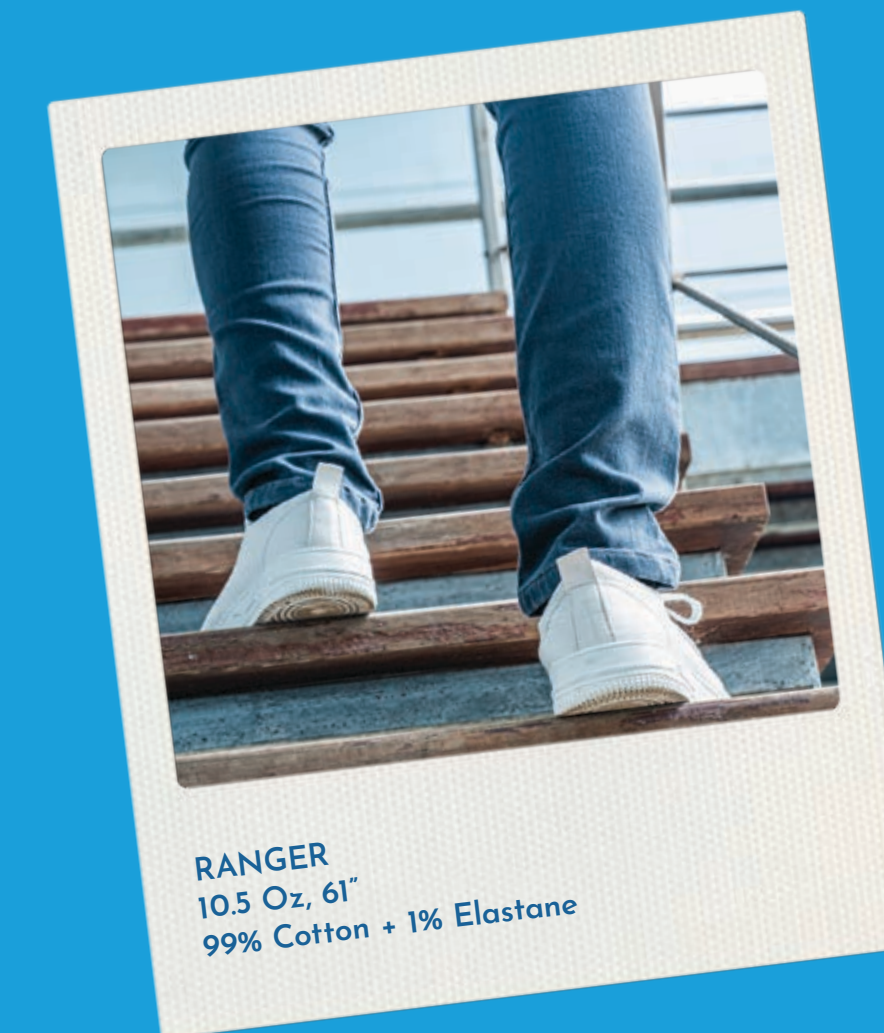
**CHEF**  
6.25 Oz, 57"  
98% Cotton + 2% Elastane



**JESTER**  
9 Oz, 59"  
59% Cotton + 39.5% Poly  
+ 1.5% Elastane



**AMBASSADOR**  
10.5 Oz, 60"  
46% Cotton + 15.5% Poly + 37.5% Viscose  
+ 1% Elastane



**RANGER**  
10.5 Oz, 61"  
99% Cotton + 1% Elastane

## SMOOTH & STYLISH

Dark modes are in with deep indigo shades and charcoals, complemented with ultra soft and elastic fibres like Modal, Elastane, Lycra and many more!

**SWITCH**

## BATTLE ALL WEATHER

With the goodness of Kooltex and Coolmax, products in this story boast of comfortable temperatures even in the most challenging city environments.



**BLACKSMITH**  
10.5 Oz, 57"  
98.5% Cotton + 1.5% Elastane





SCAN TO  
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Blending from  
work to play,  
without delay

**EPICUREAN**





# 2 EPICUREAN

LNJ DENIM  
SPRING - SUMMER 2024

When downtown is right across the office, you've got minutes to switch from one role to another. That's where our versatile offerings swoop in and take the stress away.

In this story, we've got astonishing looks that blend from work to party wear in an instant!



**KOFTOS**  
12.25 Oz, 57"  
60.5% Cotton + 37.5% Poly  
+ 2% Elastane



**RUMBA**  
5.5 Oz, 58"  
70% Cotton + 30% Modal



**LAMBADA**  
12 Oz, 38"  
74% Cotton (65% BCI) + 10.5% Poly  
+ 14% Hemp + 1.5% Lycra



**REEL**  
5.5 Oz, 58"  
70% Cotton + 30% Modal



**PAVANE**  
7 Oz, 53"  
79% Cotton + 12.5% Poly + 7% Viscose  
+ 1.5% Lycra



**TANGO**  
8.75 Oz, 51"  
76.5% Cotton + 22% Poly  
+ 1.5% Elastane



**MEREN**  
7.0 Oz, 53"  
100% Cotton

## FLEX ALL MOVES

Running down the mall or dancing in the hall, we've got you covered with some of the most stretchable blends used in denim!

## HEAD-TURNERS

Stripes are back! And with a dash of dual tone motifs that rock the conference room as much as the dance floor, switching from work to play becomes as easy as pie!

**SWITCH**



**FOXTER**  
10.5 Oz, 55"  
42% Cotton + 31% Tencel + 11% Poly  
+ 14.5 Hemp + 1.5% Lycra





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Transforming  
party-hoppers into  
globe-trotters



**VAGABOND**




# 3 VAGABOND


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Where there's a will, there's a way. And when life moves fast in the city, you never know when you'd travel away!


As spontaneous roadtrips and post-pandemic travel plans have surged, it's only wise to have multi-use denims in your wardrobe. Let's make those jeans as comfortable on the beach as they are in the club.




**CRUISE**  
12.25 Oz, 65"  
85% Cotton + 13.5% Poly + 1.5% Lycra



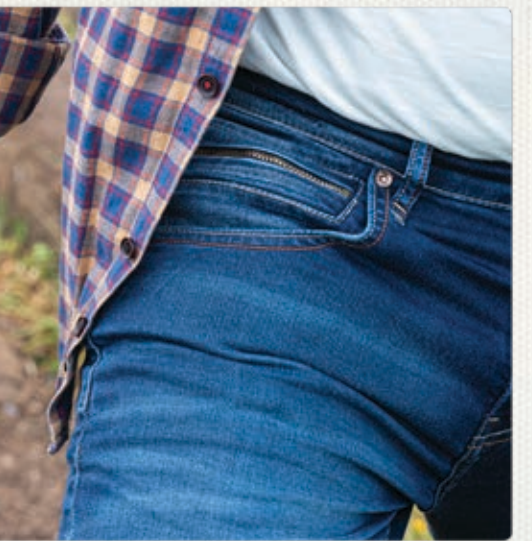
**SCENERY**  
7.5 Oz, 65"  
100% BCI Cotton



**PORT**  
9.25 Oz, 51"  
84% Cotton + 14% Poly + 2% Elastane



**HIATUS**  
8.5 Oz, 54"  
78% Cotton + 21% Poly + 1% Elastane



**EMBARK**  
10.5 Oz, 60"  
99% Cotton + 1% Elastane



**KELP**  
11.5 Oz, 58"  
73% BCI Cotton + 25.5 Robic Nylon + 1.5% Elastane



**BEACH**  
12 Oz, 61"  
98.5% Cotton + 1.5% Elastane

**BREATHE IN  
BREATHE OUT**

Using some of the finest BCI cotton, these products offer breathability of the highest order. With that comfort, comes an undisputable durability suitable for a multitude of climates.

SWITCH

## FORM ALONG WITH FUNCTION

Who says you can only have one or the other?

In this story, we present a fine amalgamation of utility and style. Gone are the days of looking for trek-specific wearables or beach friendly accessories!



**SCUBA**  
10.25 Oz, 51"  
93.5% Cotton + 5% T400 + 1.5% Lycra







SCAN TO  
GET IN TOUCH



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The universal  
role we're all  
meant to play

**PRESERVER**



# PRESERVER

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This role is one we only wish to be switched in to and never out from. Sustainability is our foremost priority in all our functions. It is only wise to ponder upon the significance of being mindful that we must also preserve what we've been given by nature, no matter what role we end up switching to. This one must always stay underneath.



**CARPEL**  
10.5 Oz, 58"  
84.5% Cotton + 13.5% Ocean Recycled Poly + 2% Elastane



**PULSE**  
10.5 Oz, 56"  
67.5% Cotton + 18% Hemp + 13% Poly + 1.5% Lycra



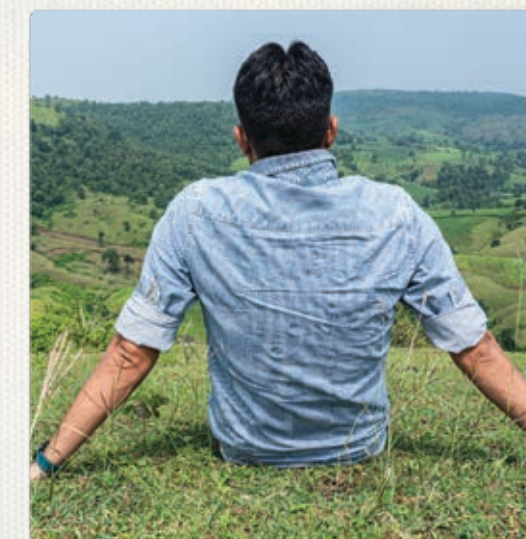
**FLORA**  
7.5 Oz, 65"  
80% Cotton + 20% PCW



**CROZIER**  
11 Oz, 62"  
77.2% Cotton + 21.5% PCW + 1.3% Elastane



**DICOT**  
9.25 Oz, 58"  
83% Cotton + 15% Bio-degradable Poly + 2% Anti-slip Lycra



**HERB**  
7.5 Oz, 62"  
100% BCI Cotton



**GENOME**  
7 Oz, 58"  
56% BCI Cotton + 44% Linen

## UPCYCLING TO THE FUTURE

With sustainable fibres like BCI cotton, Refibra, Recycled Cocona and post consumer waste fibres, we've blended responsible products that can be worn with honour and pride.



**EPOCH**  
13.50 Oz, 60"  
100% Recycled Cotton

## SOWING BACK

These products also carry a number of bio-degradable elements that will ensure less garbage build-up in landfills and oceans.

SWITCH