

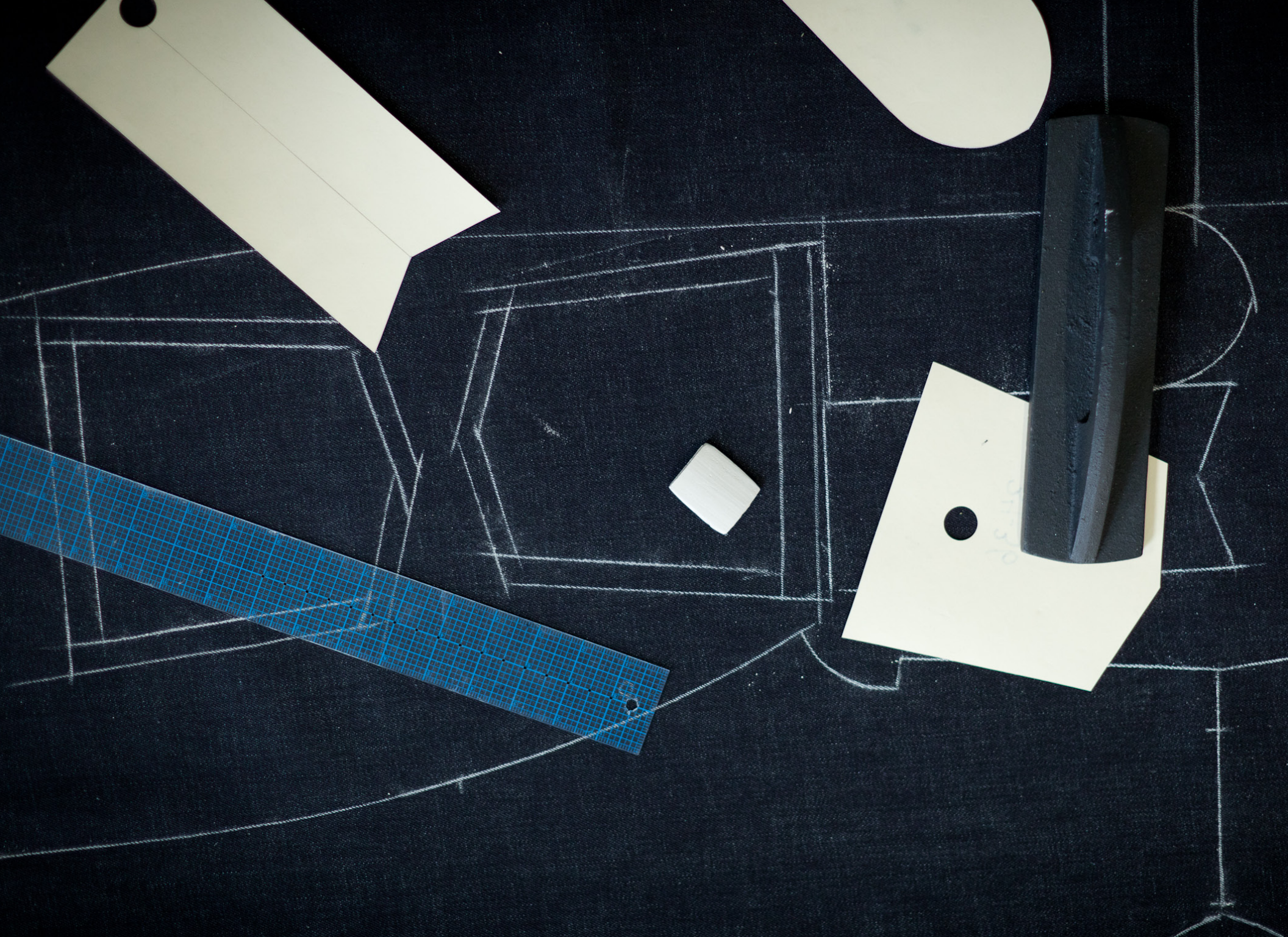
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# NOBLE

A RAW DENIM JEAN CO.  
ALL PRODUCTS MADE FROM THE BEST  
MATERIALS & ARE MANUFACTURED  
IN SMALL BATCHES, BY HAND IN  
OUR LOVELY NORTH AMERICA.

EST. **TODAY** ~







**CHRIS SUTTON** *Partner, Lead Seamstress, Etc.*

## WORK HARD



You have the right to love the jeans you wear. Not just because they've been stitched with the utmost quality and care, but also because you trust the hands that made them. Because you have a relationship with the product before you even put them on. At Noble, we believe that the story of your jeans before you buy them is just as important as the story they'll tell once you're wearing them. We take our job as clothes-makers seriously, meaning we believe it's our role to rediscover a meaningful relationship with the production process. We're about reviving localized artistry and creating jeans that move with you to tell the story of your days plain and simple. No frills, embellishment, or haste. Just true. Noble.

The satisfaction that comes from sweating over a craft and feeling sore at the end of the day because you've expended your energy on something you love, with people you enjoy, is something that has never gone out of style. No cutting corners, assembly lines, or excessive outsourcing to compete with a cheaper price—But valuing a craft with a past beyond the tides of competition. We value utilizing organic, sustainable, US-made materials to weave together a quality, timeless jean—and sure it's a more costly approach. But garments that embody form, function, and integrity are worth it. We recognize the rumbling desire for an alternative to mass-produced goods, and we've responded with more than a jean. Dedicated days, focused craftsmanship, as well as cultivating a more conscious consumer culture is our pulse. We're about working hard, and loving it while we do.





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## Small Batches

In the spirit of making the best garments we possibly can, we experiment.

Noble features small runs of new products we affectionately call “Small Batches,” and we aren’t just talking about limited edition jeans. These batches could include items like bags, waxed canvas pants, denim

jackets, button-up shirts, and other unique items. We believe that a crucial part of innovation is risk-taking and adventuring into new for the sake of beauty. Creating in Small Batches keeps our vision fresh, execution acute,

and preserves an attention to detail that cannot be found in a mass-produced line. Making Small Batches exposes us to fresh fabrics and hardware on a regular basis, and keeps us experimenting with how to use these great materi-

als in exciting ways. Each batch will be made of the finest materials and handmade, of course. We’ll release a finite amount of items (hence the small batch), and if we deem it a success, most likely we’ll put it into production.

**SIMPLE STAPLES:** We believe clothes are an investment. Not to mention a worthy one. When you buy something, you should feel proud of how it was made. The product should enrich your lifestyle and make it easier to do the

things you love. It should be able to move with you like a limb of your body—an extension of who you are. Simplicity is sophistication, so we think you shouldn’t need much to be set for what’s ahead. We think curating a

small collection of utilitarian and classic items is all you need. We call this the “uniform.” You don’t have to think twice about what you wear because the few things you own are all great. Less is more...and better.



## EARNEST <sup>S<sup>L</sup>M</sup> STRAIGHT



At Noble we are about keeping things simple. While pure simplicity is hard to achieve, it's worth it. Jeans haven't changed all that much over the past hundred years. Each jean is handmade from its own distinct denim, and chosen for its quality and sustainable properties from the best mills in Japan and America. The Earnest is a lower-rise fit, slim through the thigh and straight from the knee down. Finished with copper rivets and buttons, chain-stitched hem, button fly and lined back pockets.

- 12-16 oz. selvage denim
- Organic cotton, screen-printed pocket bags with batch number
- American & Efird thread, varied weights and colors
- Reclaimed leather, hand-branded patch



## TRUMAN REGULAR



Occasionally a style comes along that tries to add a little flare—but pretty much ruins a good pair of pants. That’s why we created a jean that is classic, clean, straight-forward. The Truman is a mid-rise, modern classic fit with room to breathe through the thigh. Slightly tapered from the knee down. Finished with copper rivets and buttons, chain-stitched hem, button fly and lined back pockets. Each jean is handmade from its own distinct denim, chosen for its quality and sustainable properties from the best mills in Japan and America.

- 12-16 oz. selvage denim
- Organic cotton, screen-printed pocket bags with batch number
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## TRUMAN REGULAR



### 3 4 L E N G T H

|            |       |       |       |       |       |       |       |       |       |       |       |
|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| WAIST      | 28    | 29    | 30    | 31    | 32    | 33    | 34    | 35    | 36    | 37    | 38    |
| FRONT RISE | 9.74  | 9.88  | 10    | 10.12 | 10.25 | 10.37 | 10.5  | 10.75 | 10.88 | 11    | 11.12 |
| BACK RISE  | 13.87 | 14    | 14.12 | 14.25 | 14.5  | 14.62 | 14.88 | 15.12 | 15.25 | 15.37 | 15.5  |
| THIGH      | 10.62 | 10.82 | 11.1  | 11.22 | 11.42 | 11.68 | 11.82 | 12.12 | 12.38 | 12.62 | 12.88 |
| KNEE       | 7.37  | 7.5   | 7.62  | 7.75  | 7.88  | 8.12  | 8.25  | 8.37  | 8.5   | 8.62  | 8.75  |
| OPENING    | 6.87  | 7.12  | 7.25  | 7.37  | 7.5   | 7.62  | 7.75  | 7.87  | 8     | 8.12  | 8.24  |



## EARNEST<sup>s<sup>L</sup>M</sup> STRAIGHT



### 3 4 L E N G T H

|            |       |       |       |       |       |       |       |       |       |       |       |
|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| WAIST      | 28    | 29    | 30    | 31    | 32    | 33    | 34    | 35    | 36    | 37    | 38    |
| FRONT RISE | 9.74  | 9.88  | 10    | 10.12 | 10.25 | 10.37 | 10.5  | 10.75 | 10.88 | 11    | 11.12 |
| BACK RISE  | 13.87 | 14    | 14.12 | 14.25 | 14.5  | 14.62 | 14.88 | 15.12 | 15.25 | 15.37 | 15.5  |
| THIGH      | 10.62 | 10.82 | 11.1  | 11.22 | 11.42 | 11.68 | 11.82 | 12.12 | 12.38 | 12.62 | 12.88 |
| KNEE       | 7.37  | 7.5   | 7.62  | 7.75  | 7.88  | 8.12  | 8.25  | 8.37  | 8.5   | 8.62  | 8.75  |
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uam qui nobitibusam, sin cus dunt laborro i nobitibusam, sin cus dunt laborro i nobitibusam, sin cus dunt laborro i nobitibusam, sin cus dunt laborro ibusam, sin cus dunt laborro i nobitiibusam, sin cus dunt laborro i nobiti



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# Re - Claimed

Reusing materials is good, but giving new life is satisfying.

Danny started his factory 25 years ago in a very different American economy. For the first 10 years, he was one of many clothing manufacturers in the area, and his team was known for their unparalleled work

ethic and attention to detail. He had 150 bustling employees taking up two shifts and making thousands of garments each week. He remembers making so many uniforms that they had to hang them from

the rafters to fit them all. In the last 15 years however, the number of employees dropped from 150 to 40, and then again to just 4. The impact of NAFTA and the choice of US businesses to

look for cheaper labor in different countries left a good portion of this rural economy out of work. Letting so many people go was difficult for Danny, because the team was composed of friends and

family who had worked together for twenty years. It was a scary time because people didn't know if they could get jobs anywhere else. Currently, Danny is one of the few clothing manufacturers

left in the heart of America, and he continues to hold on and provide work for the people still left in his community. The goal of Noble was never to be a one-man show, so our partnership with Danny's

shop grants us the opportunity to preserve and reclaim an old tradition and also propel it into the future. We're excited to add more jobs back into the respected business Danny has worked so hard to create.

## TAKE CARE



In a world where faster is unquestioningly a synonym for “better”, and process is disjointed from product, we choose the outlier, which is the craftsman’s secret ingredient: Slow.

Choosing a slower approach to clothes-making leaves room for each step to be given the value it deserves, because time speaks of worth. We believe that the land we cultivate has a story to tell. The field that houses the cotton until it’s picked deserves the care that will preserve it for seasons to come. The jean-maker’s intricate craft they’ve been perfecting over their lifetime deserves to be carried into another generation. The town that has shut down their centers of commerce because of outsourced jobs has a history still unfolding, and we want to be around for that. A part of it, even.

Taking our time to create a high-quality garment is more than a business model. It’s a lifestyle. We believe that life is meant to be taken in. We are meant to take care of not just ourselves, but also the towns we live in and the resources that we take. And that takes time. We are committed to making garments that embody the quality that can only come from slow. Our business practices are important to us because they’re a way of living—taking our time.

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or haste.  
Just true.  
Noble.**



