TRUE [BLANKS]

AW24
LOOKBOOK

MADE FOR MERCH –
FULL COLLECTION GUIDE

TRUE [BLANKS]

INTRODUCTION

”We love the idea of a **perfect blank canvas** for anyone to express their **creativity**. But we had a hard time finding it. By utilising the H&M Group supply chain, **quality controls** and **fashion know-how** we decided to make our own. We want to raise the bar in every respect and truly own the **design process** of True Blanks. This is about **challenging** the industry and **eradicating** sub-standard blanks. This time, anyone can **level up** their merch!”

– Calle Malmgren, Creative Director, True Blanks

true design

”The materials and construction make these collections really **stand out** as merch apparel but also in the context of the industry itself. The details are **precise and considered**, and the collections have fits and cuts that come from a deeply informed **fashion point of view**. You can keep it simple and understated, or make a very strong statement.”

–Ina Hjelte, Designer, True Blanks

TRUE [BLANKS]

01
essential

02
contemporary

03
kids & baby

04
accessories

ALL LINES

01

TRUE [BLANKS]

essential

LINE

The Essential line blends classic silhouettes with **understated, clean features** and a less-is-more attitude. The stitches per inch, the way the sleeve is attached to the sweatshirt's body, the slant of the shoulder, the weight of the fabric... **all things considered**. Nothing is coincidental. These blanks are **classics** for a reason.

WOMENS

MENS

essential overview

FULL LINE

01
ESSENTIAL WOMENS REGULAR TEE

womens regular tee

The Essential Womens Regular Tee brings a clean and timeless silhouette in six colourways and sizing from XS to XL.

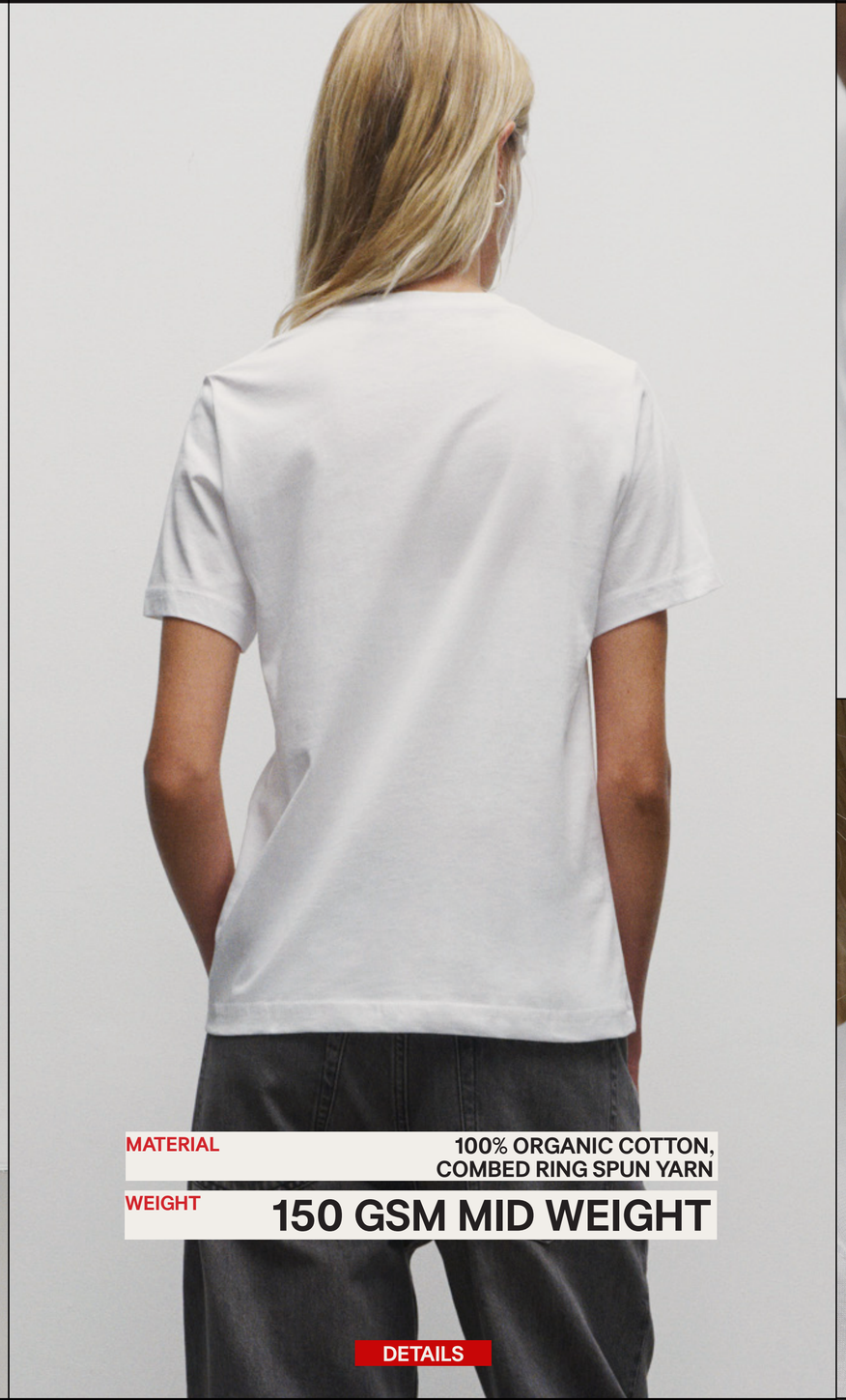
FEATURE CLASSIC FIT

FEATURE 150 GSM

FEATURE SOFT & DRAPEY

01
ESSENTIAL WOMENS REGULAR TEE

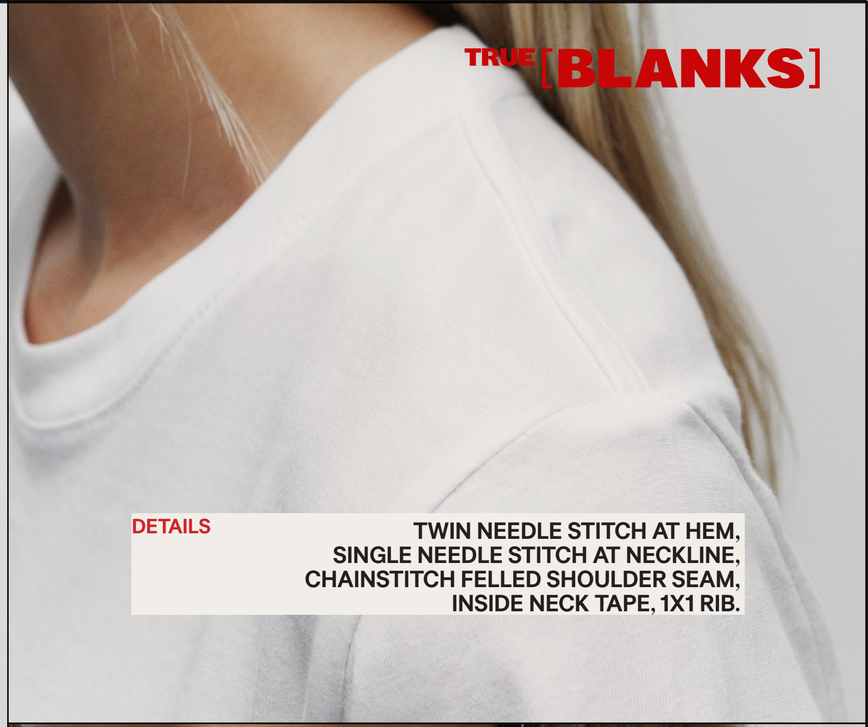
SILHOUETTE
CLASSIC STRAIGHT REGULAR FIT,
TRUE TO SIZE



MATERIAL
100% ORGANIC COTTON,
COMBED RING SPUN YARN

WEIGHT
150 GSM MID WEIGHT

DETAILS



DETAILS
TWIN NEEDLE STITCH AT HEM,
SINGLE NEEDLE STITCH AT NECKLINE,
CHAINSTITCH FELLED SHOULDER SEAM,
INSIDE NECK TAPE, 1X1 RIB.

HAND FEEL
SOFT & DRAPEY

01
ESSENTIAL WOMENS REGULAR TEE

TRUE [BLANKS]

six colourways

WHITE

BLACK

GREY

SOFT PINK

SOFT YELLOW

MAROON

COLOURS

womens regular sweatshirt

The Essential Womens Sweatshirt features a timeless, preppy form with exceptional detailing in five colourways from XS to XL.

FEATURE CLASSIC FIT

FEATURE 260 GSM

FEATURE BRUSHED INSIDE

01
ESSENTIAL WOMENS REGULAR SWEATSHIRT

SILHOUETTE
CLASSIC STRAIGHT REGULAR FIT,
TRUE TO SIZE

MATERIAL
80% ORGANIC COTTON,
20% RECYCLED POLYESTER, COMBED RING SPUN YARN

WEIGHT
260 GSM MID WEIGHT

DETAILS

DETAILS
SINGLE NEEDLE STITCH, CHAIN STITCH
FELLED SHOULDER SEAM, INSIDE NECK
TAPE, 2X2 RIB, HALF-MOON BACK PATCH.

HAND FEEL
SOFT & DRAPEY

01
ESSENTIAL WOMENS REGULAR SWEATSHIRT

TRUE [BLANKS]

five colourways

OFF WHITE

BLACK

GREY MELANGE

SOFT YELLOW

SOFT PINK

COLOURS

womens regular hoodie

The Essential Womens Regular Hoodie has a classic, sleek fit in five colourways and sizing from XS to XL.

FEATURE CLASSIC FIT

FEATURE 260 GSM

FEATURE BRUSHED INSIDE

01
ESSENTIAL WOMENS REGULAR HOODIE

SILHOUETTE
CLASSIC STRAIGHT REGULAR FIT,
TRUE TO SIZE

MATERIAL
80% ORGANIC COTTON,
20% RECYCLED POLYESTER, COMBED RING SPUN YARN

WEIGHT
260 GSM MID WEIGHT

DETAILS

DETAILS
SINGLE NEEDLE STITCH AT POCKET & HOOD,
TWIN NEEDLE STITCH AT POCKET OPENING,
CHAIN STITCH FELLED SHOULDER SEAM,
INSIDE NECK TAPE, 2X2 RIB, DOUBLE FABRIC
HOOD, KANGAROO POCKET, DRAWSTRINGS WITH
SUGARCANE TIPS, HALF-MOON BACK PATCH.

HAND FEEL
SOFT & DRAPEY

01
ESSENTIAL WOMENS REGULAR HOODIE

five colourways

TRUE [BLANKS]

OFF WHITE

BLACK

GREY MELANGE

SOFT YELLOW

SOFT PINK

COLOURS

01
ESSENTIAL WOMENS REGULAR LONG SLEEVE TEE

womens regular long sleeve tee

The Essential Womens Regular Long Sleeve Tee delivers a heritage-inspired cut, with three colourways in sizes XS to XL.

FEATURE CLASSIC FIT

FEATURE 150 GSM

FEATURE SOFT & DRAPEY

01
ESSENTIAL WOMENS REGULAR LONG SLEEVE TEE

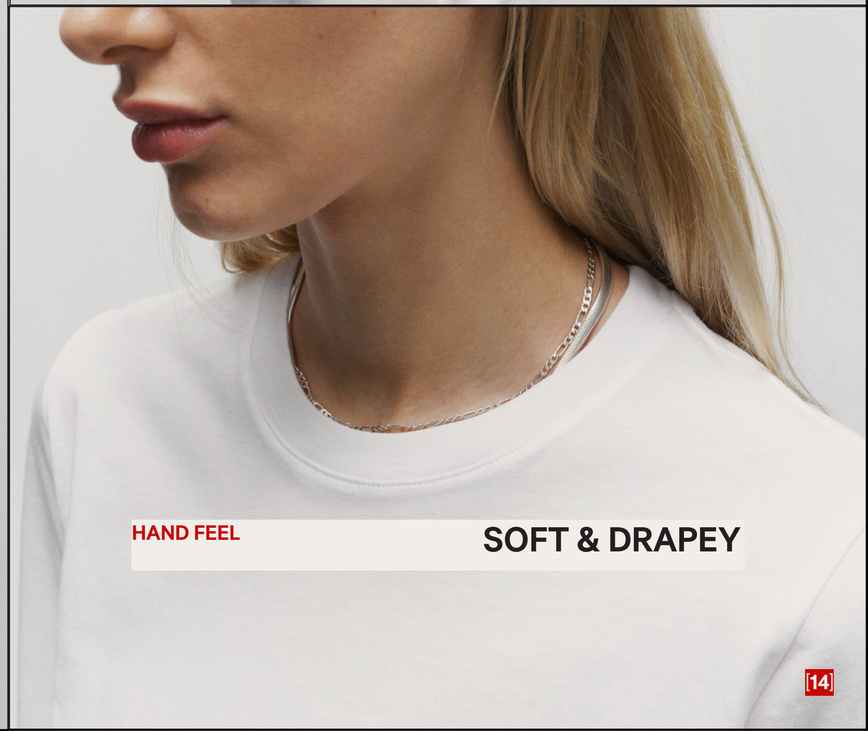
SILHOUETTE
CLASSIC STRAIGHT REGULAR FIT,
TRUE TO SIZE

MATERIAL
100% ORGANIC COTTON,
COMBED RING SPUN YARN

WEIGHT
150 GSM MID WEIGHT

DETAILS

DETAILS
TWIN NEEDLE STITCH AT HEM,
SINGLE NEEDLE STITCH AT NECKLINE,
CHAIN STITCH FELLED SHOULDER SEAM,
INSIDE NECK TAPE.



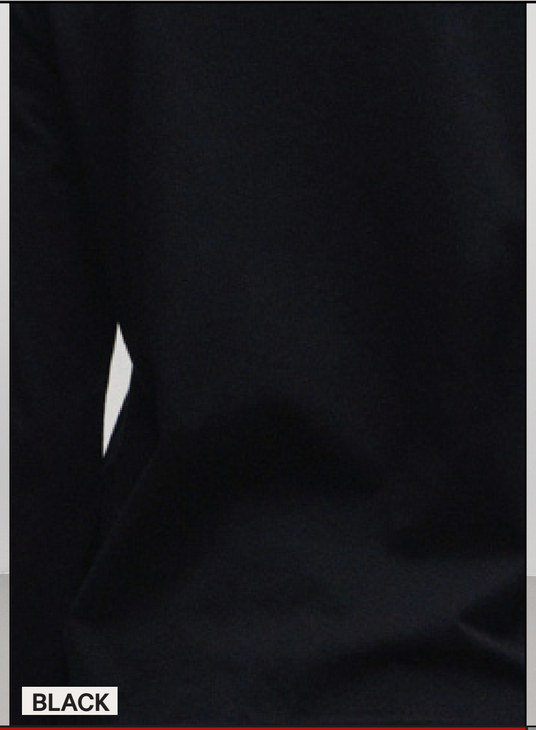
HAND FEEL
SOFT & DRAPEY

01
ESSENTIAL WOMENS REGULAR LONG SLEEVE TEE

three

colourways

WHITE



BLACK

TRUE [BLANKS]

COLOURS

GREY MELANGE

01
ESSENTIAL WOMENS REGULAR SWEATPANT

womens regular sweatpant

The Essential Womens Sweatpants have a soft, slightly drapey, regular fit and come in four colourways from XS to XL.

FEATURE CLASSIC FIT

FEATURE 260 GSM

FEATURE BRUSHED INSIDE

01
ESSENTIAL WOMENS REGULAR SWEATPANT

SILHOUETTE
CLASSIC STRAIGHT REGULAR FIT, TRUE TO SIZE

MATERIAL
80% ORGANIC COTTON, 20% RECYCLED POLYESTER, COMBED RING SPUN YARN

WEIGHT
260 GSM MID WEIGHT

DETAILS

DETAILS
SINGLE NEEDLE STITCH & TWIN NEEDLE STITCH AT WAISTBAND, 2X2 BOTTOM RIB, SIDE POCKETS, KNOTTED DRAWSTRING WAIST, ELASTIC AT WAIST.

HAND FEEL
SOFT & DRAPEY

01
ESSENTIAL WOMENS REGULAR SWEATPANT

four colourways

OFF WHITE

BLACK

TRUE [BLANKS]

GREY MELANGE

COLOURS

SOFT YELLOW

01
ESSENTIAL MENS REGULAR TEE

mens regular tee

The Essential Mens Regular Tee has a traditional, classic straight fit in five colourways with sizing from XS to 3XL.

FEATURE CLASSIC FIT

FEATURE 150 GSM

FEATURE SOFT HAND FEEL

01
ESSENTIAL MENS REGULAR TEE

SILHOUETTE
CLASSIC STRAIGHT REGULAR FIT,
TRUE TO SIZE

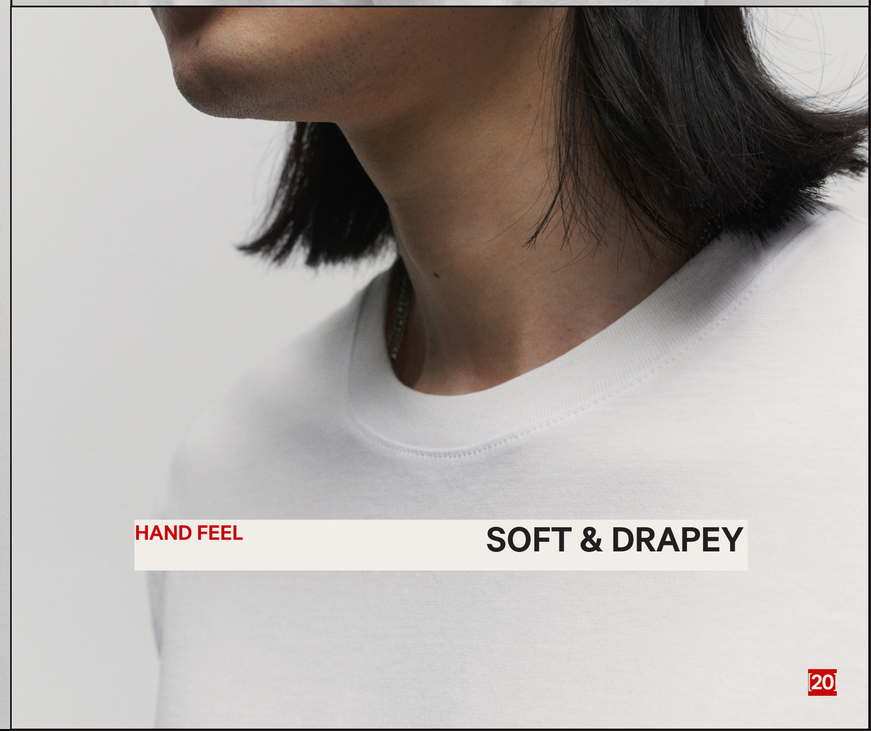
MATERIAL
100% ORGANIC COTTON,
COMBED RING SPUN YARN

WEIGHT
150 GSM MID WEIGHT

DETAILS

TRUE [BLANKS]

DETAILS
TWIN NEEDLE STITCH AT HEM,
SINGLE NEEDLE STITCH AT NECKLINE,
CHAINSTITCH FELLED SHOULDER SEAM,
INSIDE NECK TAPE, 1X1 RIB.



HAND FEEL
SOFT & DRAPEY

01
ESSENTIAL MENS REGULAR TEE

five colourways

TRUE [BLANKS]

WHITE

BLACK

GREY MELANGE

MAROON

SAND

COLOURS

mens regular sweatshirt

The Essential Mens Sweatshirt features a timeless, heritage cut with exceptional detailing in five colourways from XS to 3XL.

FEATURE CLASSIC FIT

FEATURE 260 GSM

FEATURE BRUSHED INSIDE

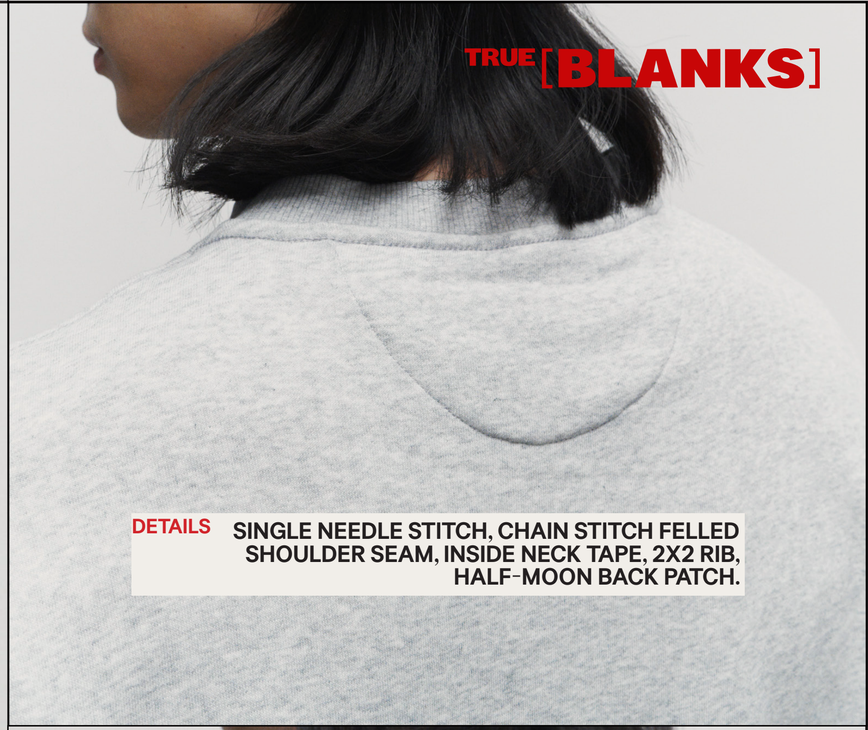
01
ESSENTIAL MENS REGULAR SWEATSHIRT

SILHOUETTE CLASSIC STRAIGHT REGULAR FIT, TRUE TO SIZE

MATERIAL 80% ORGANIC COTTON, 20% RECYCLED POLYESTER, COMBED RING SPUN YARN

WEIGHT 260 GSM MID WEIGHT

DETAILS



DETAILS SINGLE NEEDLE STITCH, CHAIN STITCH FELLED SHOULDER SEAM, INSIDE NECK TAPE, 2X2 RIB, HALF-MOON BACK PATCH.

HAND FEEL SOFT & DRAPEY

01
ESSENTIAL MENS REGULAR SWEATSHIRT

TRUE [BLANKS]

five colourways

WHITE

BLACK

GREY MELANGE

NAVY

MAROON

COLOURS

mens regular hoodie

The Essential Mens Regular Hoodie is a timeless, traditional wardrobe staple, available in five colourways and XS to 3XL sizing.

FEATURE	CLASSIC FIT
FEATURE	260 GSM
FEATURE	BRUSHED INSIDE

01
ESSENTIAL MENS REGULAR HOODIE

SILHOUETTE
CLASSIC STRAIGHT REGULAR FIT,
TRUE TO SIZE

MATERIAL
80% ORGANIC COTTON,
20% RECYCLED POLYESTER,
COMBED RING SPUN YARN

WEIGHT
260 GSM MID WEIGHT

DETAILS

DETAILS
SINGLE NEEDLE STITCH AT POCKET & HOOD,
TWIN NEEDLE STITCH AT POCKET OPENING,
CHAIN STITCH FELLED SHOULDER SEAM,
INSIDE NECK TAPE, 2X2 RIB, DOUBLE FABRIC
HOOD, KANGAROO POCKET, DRAWSTRINGS WITH
SUGARCANE TIPS, HALF-MOON BACK PATCH.

HAND FEEL
SOFT & DRAPEY

01
ESSENTIAL MENS REGULAR HOODIE

five colourways

TRUE [BLANKS]

WHITE

BLACK

GREY MELANGE

NAVY

MAROON

COLOURS

mens regular zip hoodie

The Essential Mens Zip Hoodie has a classic cut, finessed detailing and comes in two colourways from XS to 3XL.

FEATURE CLASSIC FIT

FEATURE 260 GSM

FEATURE BRUSHED INSIDE

01
ESSENTIAL MENS ZIP HOODIE

SILHOUETTE
CLASSIC STRAIGHT REGULAR FIT, TRUE TO SIZE

MATERIAL
80% ORGANIC COTTON, 20% RECYCLED POLYESTER, COMBED RING SPUN YARN

WEIGHT
260 GSM MID WEIGHT

DETAILS

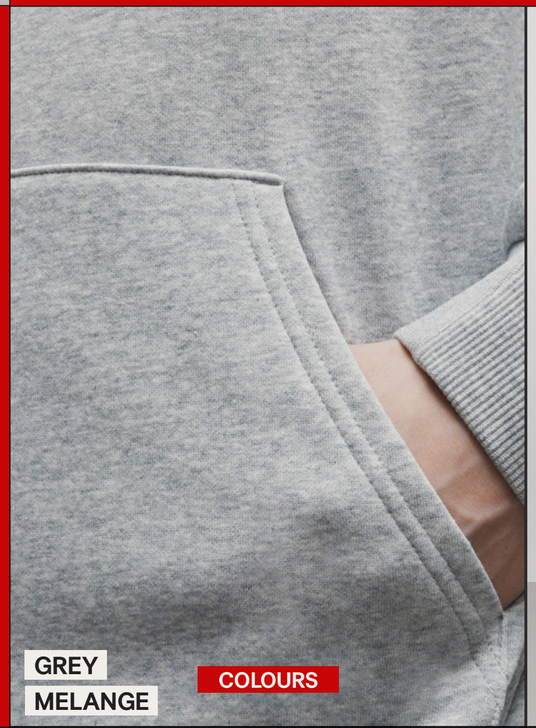
DETAILS
SINGLE NEEDLE STITCH AT POCKET & HOOD, TWIN NEEDLE STITCH AT POCKET OPENING, CHAIN STITCH FELLED SHOULDER SEAM, INSIDE NECK TAPE, 2X2 RIB, DOUBLE FABRIC HOOD, SPLIT KANGAROO POCKET, DRAWSTRINGS WITH SUGAR-CANE TIPS, HALF-MOON BACK PATCH AND YKK ZIP.

HAND FEEL
SOFT & DRAPEY

01
ESSENTIAL MENS ZIP HOODIE

BLACK

two colourways



GREY
MELANGE

COLOURS

mens regular long sleeve tee

The Essential Mens Regular Long Sleeve Tee has the iconic, classic silhouette and comes in four colourways from XS to 3XL.

FEATURE CLASSIC FIT

FEATURE 150 GSM

FEATURE SOFT HAND FEEL

01
ESSENTIAL MENS REGULAR LONG SLEEVE TEE

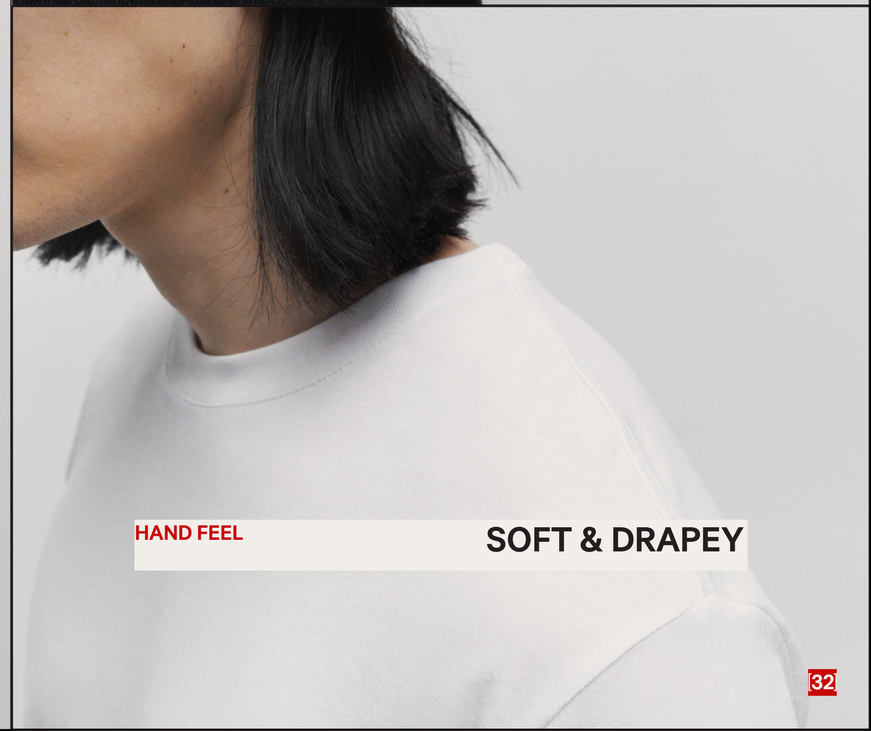
SILHOUETTE
CLASSIC STRAIGHT REGULAR FIT,
TRUE TO SIZE

MATERIAL
100% ORGANIC COTTON,
COMBED RING SPUN YARN

WEIGHT
150 GSM MID WEIGHT

DETAILS

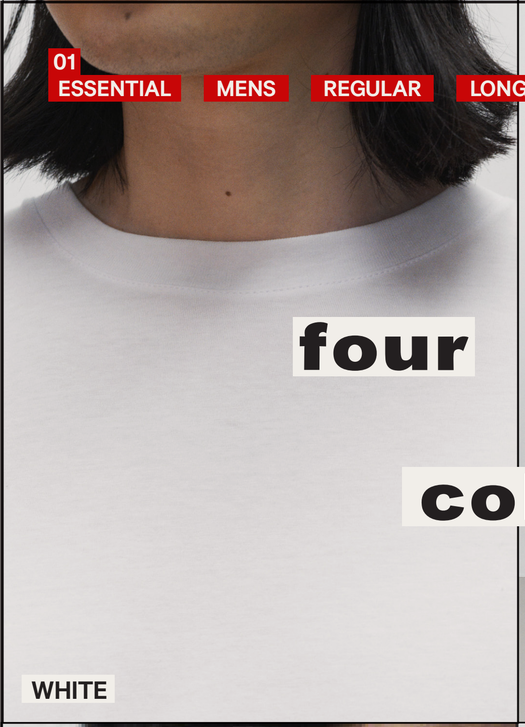
DETAILS
TWIN NEEDLE STITCH AT HEM,
SINGLE NEEDLE STITCH AT NECKLINE,
CHAIN STITCH FELLED SHOULDER SEAM,
INSIDE NECK TAPE, 1X1 RIB



HAND FEEL
SOFT & DRAPEY

01
ESSENTIAL MENS REGULAR LONG SLEEVE TEE

four colourways



WHITE

BLACK

GREY MELANGE

COLOURS

MAROON

mens regular sweatpants

The Essential Mens Sweatpants bear a versatile regular, drapey fit in XS to 3XL sizes and three colourways.

FEATURE CLASSIC FIT

FEATURE 260 GSM

FEATURE BRUSHED INSIDE

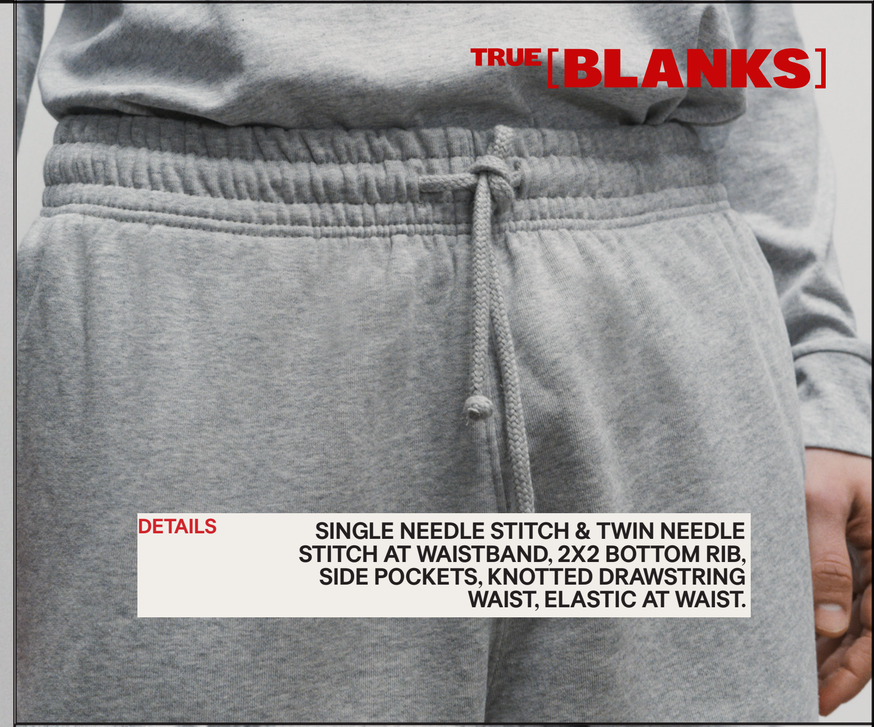
01
ESSENTIAL MENS REGULAR SWEATPANTS

SILHOUETTE
CLASSIC STRAIGHT REGULAR FIT, TRUE TO SIZE

MATERIAL
80% ORGANIC COTTON, 20% RECYCLED POLYESTER, COMBED RING SPUN YARN

WEIGHT
260 GSM MID WEIGHT

DETAILS



DETAILS
SINGLE NEEDLE STITCH & TWIN NEEDLE STITCH AT WAISTBAND, 2X2 BOTTOM RIB, SIDE POCKETS, KNOTTED DRAWSTRING WAIST, ELASTIC AT WAIST.

HAND FEEL
SOFT & DRAPEY

01
ESSENTIAL MENS REGULAR SWEATPANTS

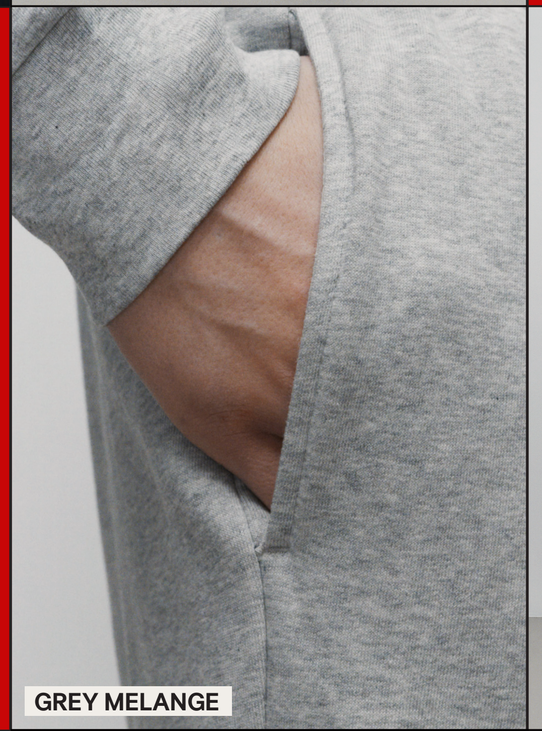
three colourways

WHITE

BLACK

TRUE [BLANKS]

COLOURS



GREY MELANGE

02

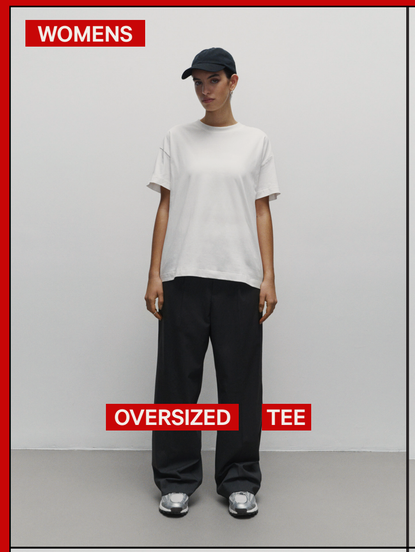
TRUE [BLANKS]

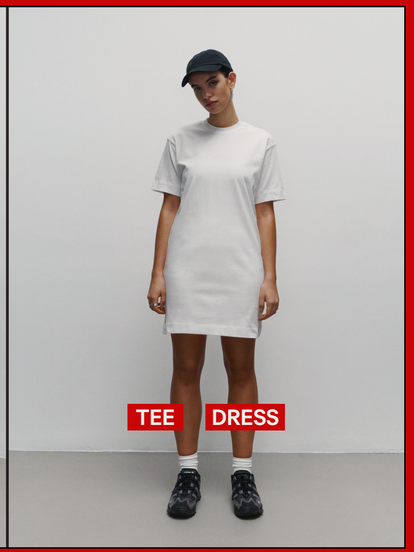
contemporary

LINE

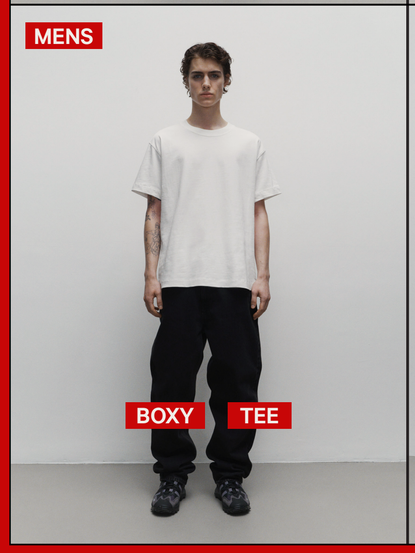
The Contemporary collection is where we **push our design** a bit further. This **progressive** range brings together our design lab's knowledge of cuts, materials, finishing and structure. **exaggerated** neck ribs, felled shoulder seams with chain stitch details, twin needle top stitching, straddle stitches, dropped shoulders, off-centre shoulder seams... **more detail - more to love**.

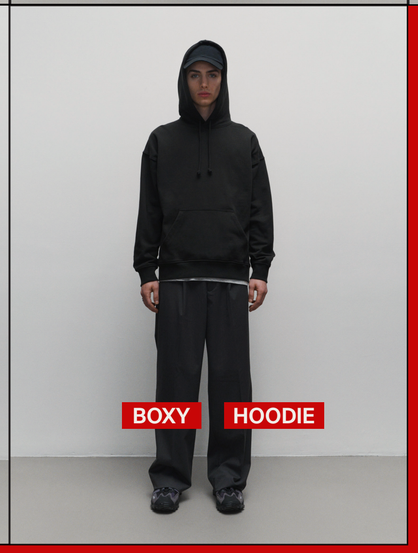
WOMENS





MENS





contemporary overview

FULL LINE

womens oversized tee

The Contemporary Womens Oversized Tee delivers an oversized, boxy fit, progressive detailing in XS to XL, and two colourways.

FEATURE OVERSIZED FIT

FEATURE 180 GSM

FEATURE WIDE NECK RIB

SILHOUETTE
OVERSIZED RELAXED FIT,
DROPPED SHOULDER, WIDE RIB DETAILS

MATERIAL
100% ORGANIC COTTON,
COMBED RING SPUN YARN

WEIGHT
180 GSM MID WEIGHT

DETAILS & COLOURS

DETAILS
TWIN NEEDLE STITCH AT HEM,
SINGLE NEEDLE STITCH AT NECKLINE,
CHAINSTITCH FELLED SHOULDER SEAM,
INSIDE NECK TAPE, 1X1 RIB.

HAND FEEL
DRY HEAVY WEIGHT,
SLIGHTLY DRAPEY

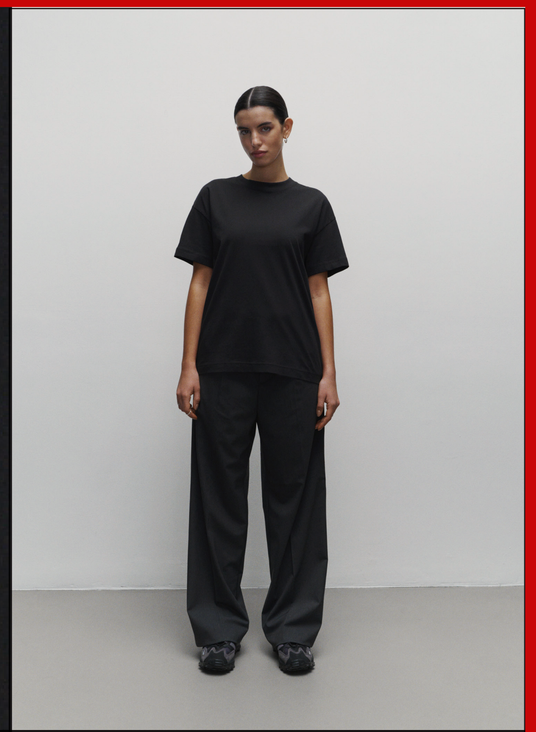
02
CONTEMPORARY WOMENS OVERSIZED TEE

two colourways

OFF WHITE

COLOURS

OFF BLACK



womens crop top

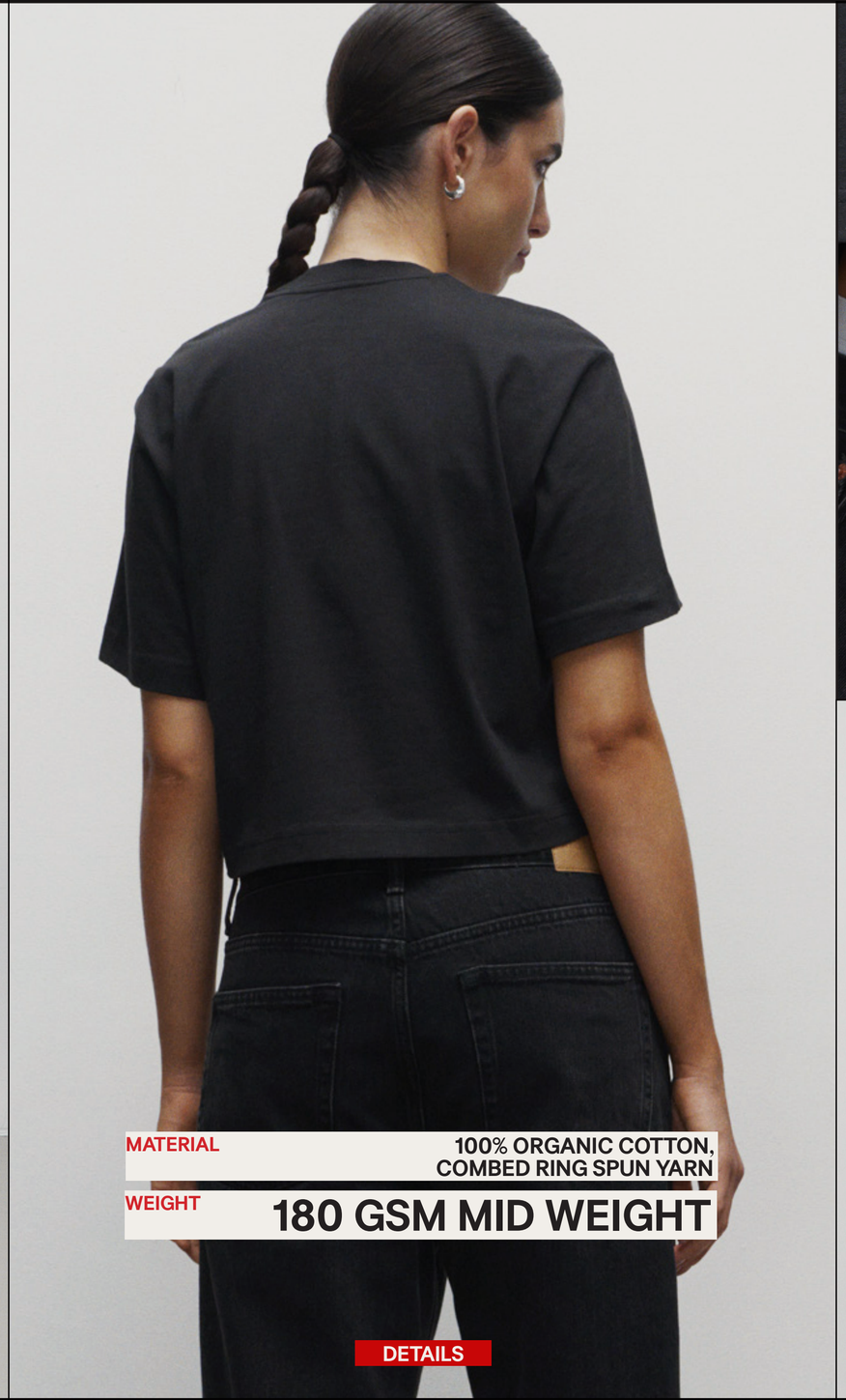
The Contemporary Womens Crop Top is cropped just below the navel, has a boxy feminine cut and comes in XS to XL in three colourways.

FEATURE OVERSIZED FIT

FEATURE 180 GSM

FEATURE WIDE NECK RIB

SILHOUETTE OVERSIZED BOXY FIT, DROPPED SHOULDER, WIDE RIB DETAILS, HIGH NECK

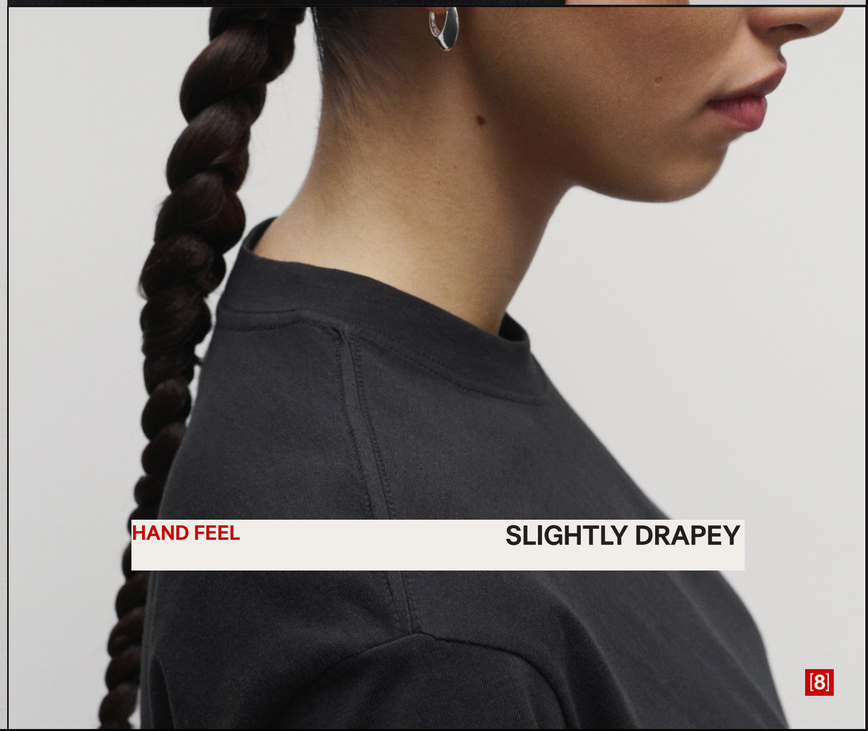


MATERIAL 100% ORGANIC COTTON, COMBED RING SPUN YARN

WEIGHT 180 GSM MID WEIGHT

DETAILS

DETAILS TWIN NEEDLE STITCH AT HEM, SINGLE NEEDLE STITCH AT NECKLINE, CHAINSTITCH FELLED SHOULDER SEAM, INSIDE NECK TAPE, 1X1 RIB.

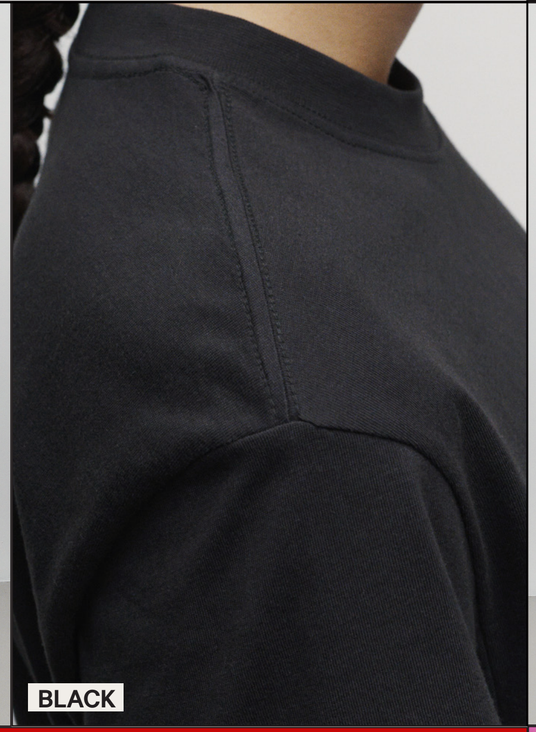


HAND FEEL SLIGHTLY DRAPEY

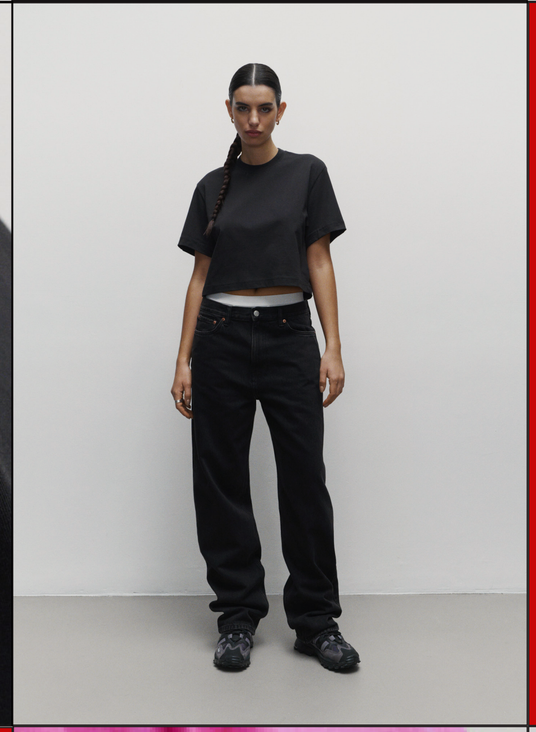
02
CONTEMPORARY WOMENS CROP TOP

three colourways

OFF WHITE



BLACK



TRUE [BLANKS]

COLOURS

HYPER PINK

womens oversized sweatshirt

The Contemporary Womens Oversized Sweatshirt boasts an oversized fit and is available in three colourways running from XS to XL.

FEATURE RELAXED FIT

FEATURE 370 GSM

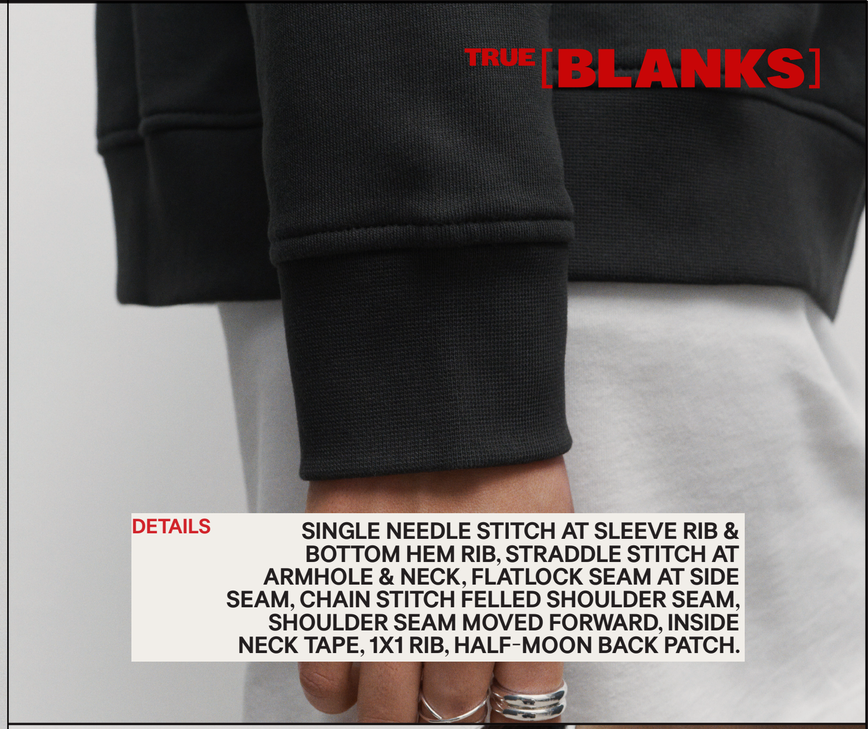
FEATURE WIDE NECK RIB

SILHOUETTE
OVERSIZED RELAXED FIT, DROPPED SHOULDER, WIDE RIB DETAILS

MATERIAL
87% ORGANIC COTTON, 13% RECYCLED POLYESTER, COMBED RING SPUN YARN

WEIGHT
370 GSM HEAVY WEIGHT

DETAILS

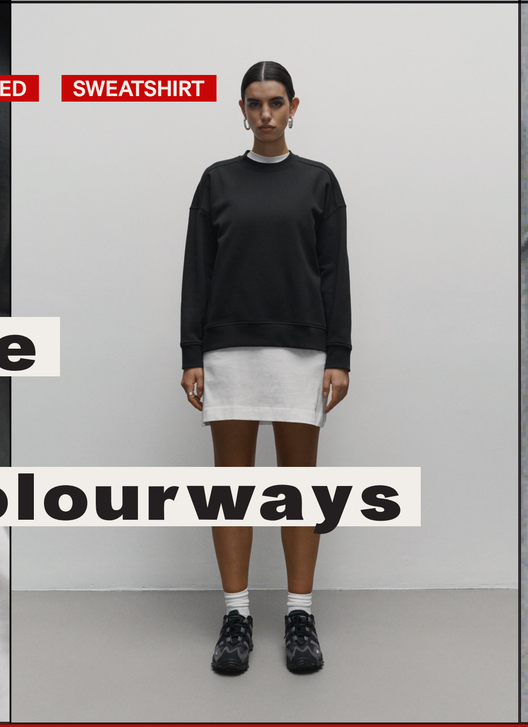


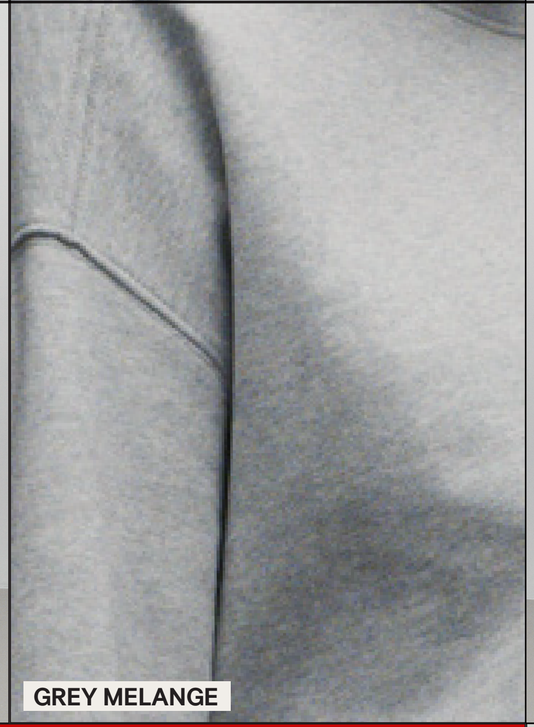
DETAILS
SINGLE NEEDLE STITCH AT SLEEVE RIB & BOTTOM HEM RIB, STRADDLE STITCH AT ARMHOLE & NECK, FLATLOCK SEAM AT SIDE SEAM, CHAIN STITCH FELLED SHOULDER SEAM, SHOULDER SEAM MOVED FORWARD, INSIDE NECK TAPE, 1X1 RIB, HALF-MOON BACK PATCH.

HAND FEEL
SLIGHTLY-DRAPEY

three colourways

BLACK





GREY MELANGE

COLOURS

PRIMROSE YELLOW

womens oversized hoodie

The Contemporary Womens Oversized Hoodie has a boxy oversized form in three colourways and sizing from XS to XL.

FEATURE	OVERSIZED FIT
FEATURE	370 GSM
FEATURE	FLATLOCK DETAILS

02
CONTEMPORARY WOMENS OVERSIZED HOODIE

SILHOUETTE
OVERSIZED RELAXED FIT,
DROPPED SHOULDER, WIDE RIB DETAILS

MATERIAL
87% ORGANIC COTTON,
13% RECYCLED POLYESTER, COMBED RING SPUN YARN

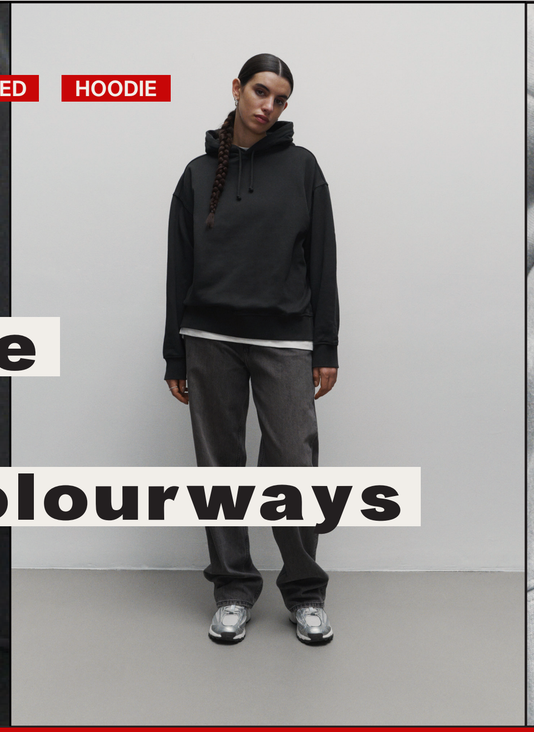
WEIGHT
370 GSM HEAVY

DETAILS

DETAILS
SINGLE NEEDLE STITCH AT NECK, HOOD,
SLEEVE RIB & BOTTOM HEM RIB, STRADDLE STITCH
AT ARMHOLE, FLATLOCK SEAM AT REAR OF THE
HOOD, CHAIN STITCH FELLED SHOULDER SEAM,
INSIDE NECK TAPE, 1X1 RIB, DOUBLE FABRIC HOOD,
KNOTTED DRAWSTRINGS, HALF-MOON BACK

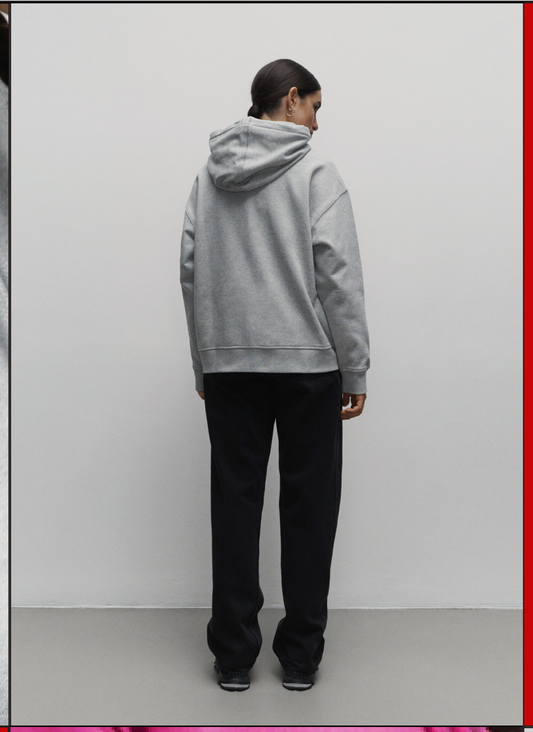
HAND FEEL
BRUSHED FLEECE

three colourways



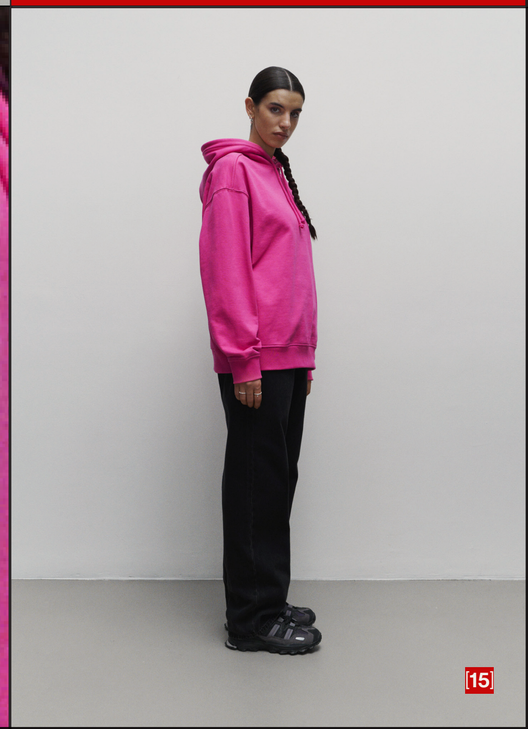
BLACK

GREY MELANGE



COLOURS

HYPER PINK



womens tee dress

The Contemporary Womens Tee Dress features a boxy, relaxed fit, a mid-thigh length hem and sizes from XS to XL in two colourways.

FEATURE RELAXED FIT

FEATURE 180 GSM

FEATURE WIDE NECK RIB

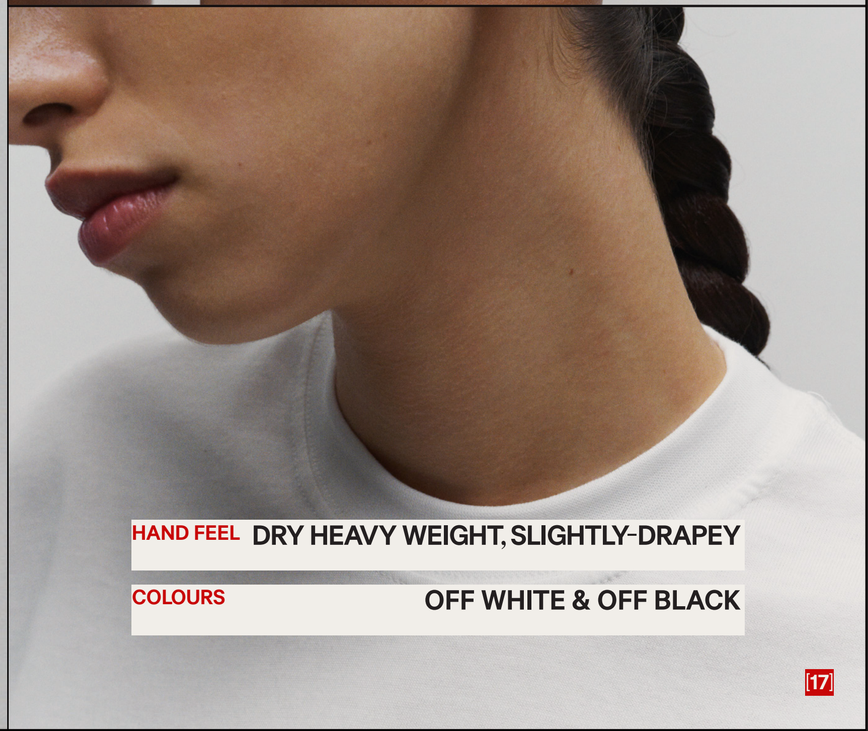
SILHOUETTE OVERSIZED RELAXED FIT, DROPPED SHOULDER, WIDE RIB DETAILS, HIGH NECK

MATERIAL 100% ORGANIC COTTON, COMBED RING SPUN YARN

WEIGHT 180 GSM MID WEIGHT

DETAILS & COLOURS

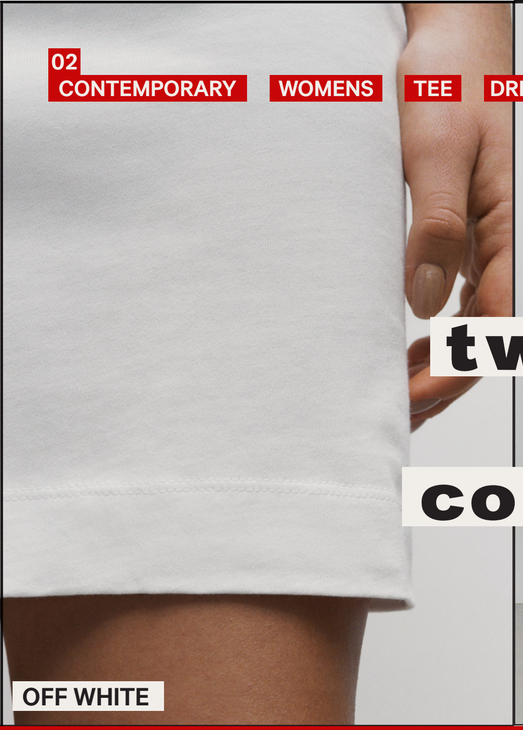
DETAILS TWIN NEEDLE STITCH AT HEM, STRADDLE STITCH AT NECK, CHAIN STITCH FELLED SHOULDER SEAM, INSIDE NECK TAPE, 1X1 RIB.



HAND FEEL DRY HEAVY WEIGHT, SLIGHTLY-DRAPEY

COLOURS OFF WHITE & OFF BLACK

02
CONTEMPORARY WOMENS TEE DRESS

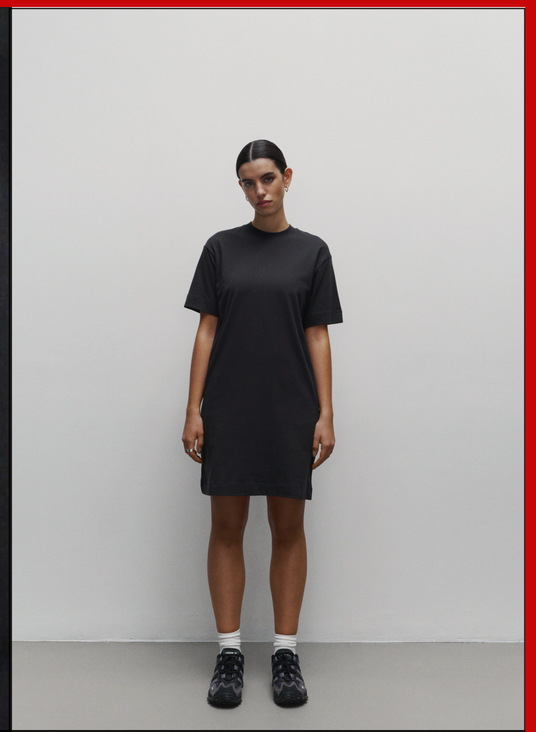


two colourways

OFF WHITE

OFF BLACK

COLOURS



mens boxy tee

The Contemporary Mens Boxy Tee has a progressive boxy silhouette in three colourways running from S to XXL.

FEATURE	BOXY FIT
FEATURE	240 GSM
FEATURE	WIDE NECK RIB

02
CONTEMPORARY MENS BOXY TEE

SILHOUETTE
OVERSIZED RELAXED FIT, DROPPED SHOULDER, WIDE RIB DETAILS

MATERIAL
100% ORGANIC COTTON, COMBED RING SPUN YARN

WEIGHT
240 GSM HEAVY

DETAILS

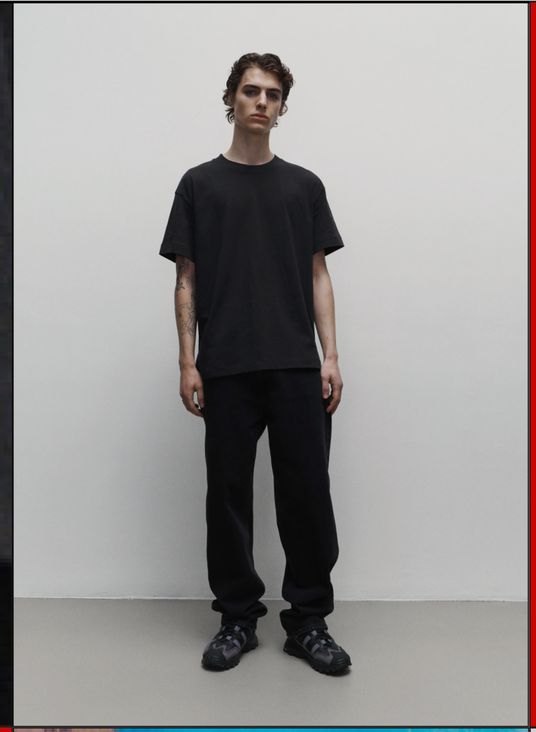
DETAILS
SINGLE NEEDLE STITCH AT HEM, STRADDLE STITCH AT NECK & ARMHOLE, CHAIN STITCH FELLED SHOULDER SEAM, INSIDE NECK TAPE, 1X1 RIB.

HAND FEEL
DRY HEAVY WEIGHT

three colourways

OFF WHITE

OFF BLACK



COLOURS

TURQUOISE

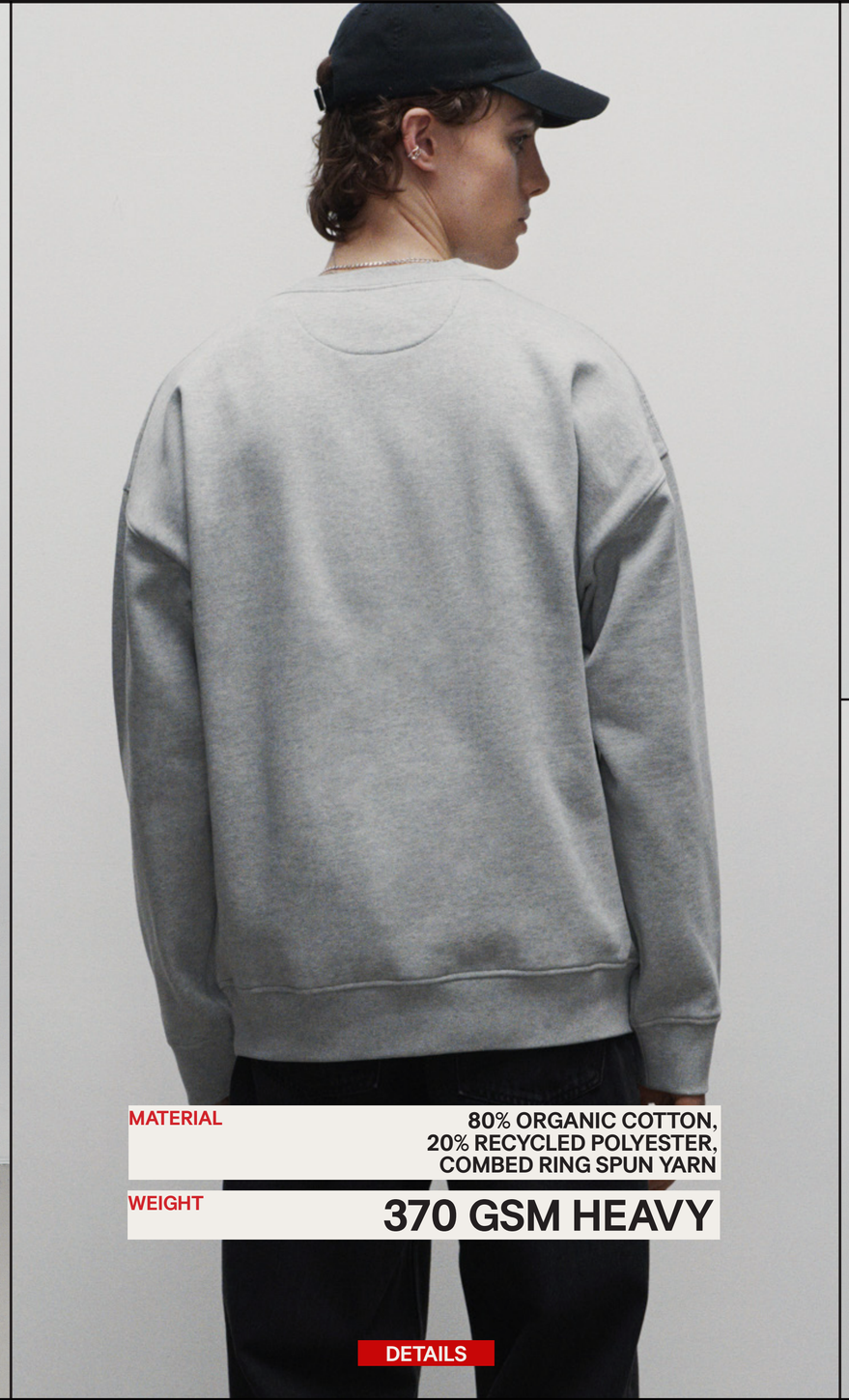
mens boxy sweatshirt

The Contemporary Mens Boxy Sweatshirt delivers a relaxed, boxy, oversized form in XS to XXL and three colourways.

FEATURE	BOXY FIT
FEATURE	370 GSM
FEATURE	FLATLOCK DETAILS

02
CONTEMPORARY MENS BOXY SWEATSHIRT

SILHOUETTE
OVERSIZED RELAXED FIT, DROPPED SHOULDER, WIDE RIB DETAILS



MATERIAL
80% ORGANIC COTTON, 20% RECYCLED POLYESTER, COMBED RING SPUN YARN

WEIGHT
370 GSM HEAVY

DETAILS

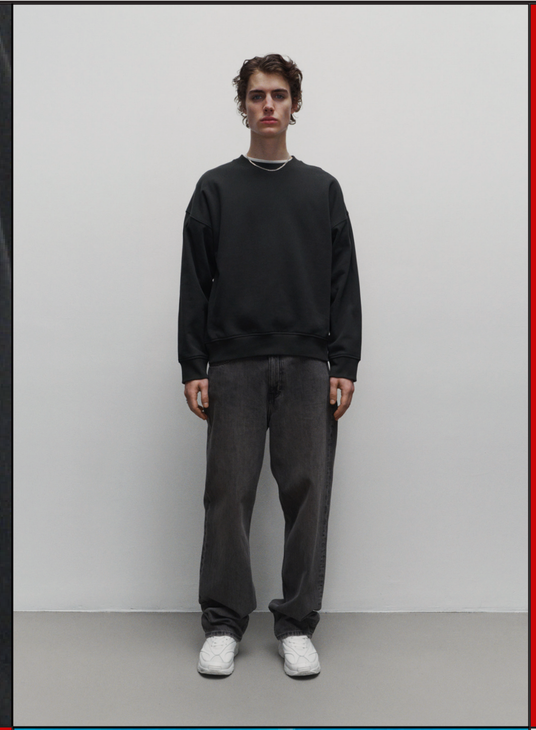
DETAILS
SINGLE NEEDLE STITCH AT SLEEVE RIB & BOTTOM HEM RIB, STRADDLE STITCH AT ARMHOLE & NECK, FLATLOCK SEAM AT SIDE SEAM, CHAIN STITCH FELLED SHOULDER SEAM, INSIDE NECK TAPE, 1X1 RIB, HALF-MOON BACK PATCH.

HAND FEEL
BRUSHED FLEECE

three colourways

GREY MELANGE

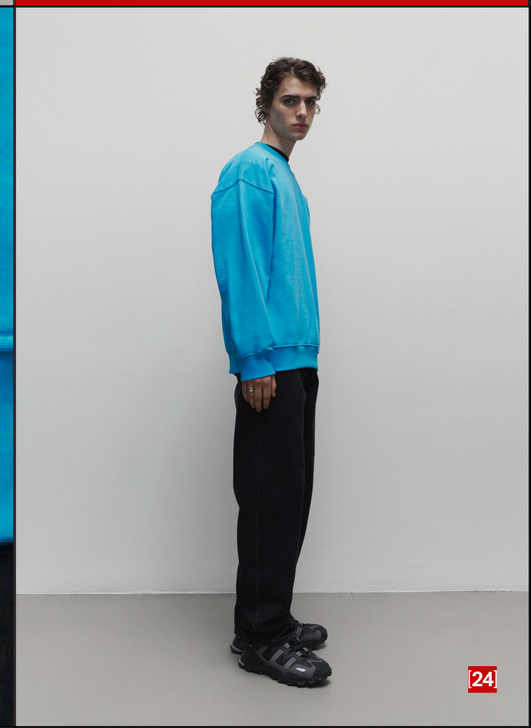
OFF BLACK



TRUE [BLANKS]

COLOURS

TURQUOISE



mens boxy hoodie

The Contemporary Mens Boxy Hoodie features a boxy, relaxed fit and comes in three colourways with sizes from S–XXL.

FEATURE BOXY FIT

FEATURE 370 GSM

FEATURE FLATLOCK DETAILS

02
CONTEMPORARY MENS BOXY HOODIE

SILHOUETTE
OVERSIZED RELAXED FIT, DROPPED SHOULDER, WIDE RIB DETAILS

MATERIAL
80% ORGANIC COTTON, 20% RECYCLED POLYESTER, COMBED RING SPUN YARN

WEIGHT
370 GSM HEAVY

DETAILS

DETAILS
SINGLE NEEDLE STITCH AT NECK, HOOD, SLEEVE RIB & BOTTOM HEM RIB, STRADDLE STITCH AT ARMHOLE, FLATLOCK SEAM AT REAR OF THE HOOD, CHAIN STITCH FELLED SHOULDER SEAM, INSIDE NECK TAPE, 1X1 RIB, DOUBLE FABRIC HOOD, KNOTTED DRAWSTRINGS, HALF-MOON BACK PATCH.

HAND FEEL
BRUSHED FLEECE

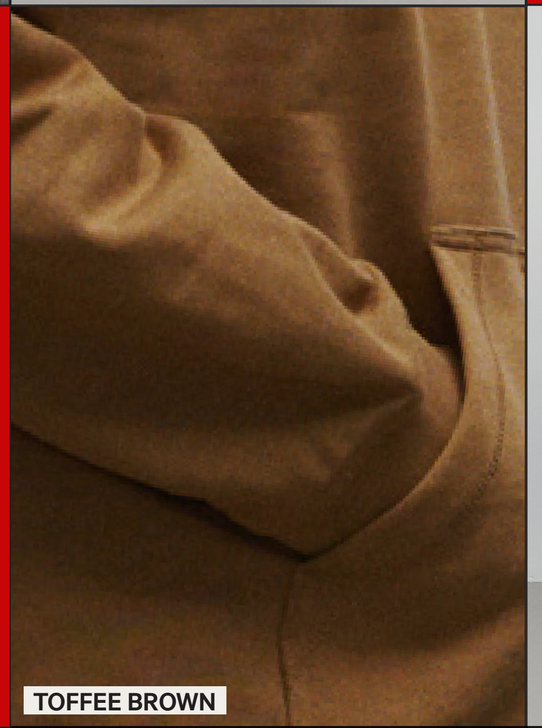
three colourways

OFF BLACK

GREY MELANGE

TRUE [BLANKS]

COLOURS



TOFFEE BROWN

03

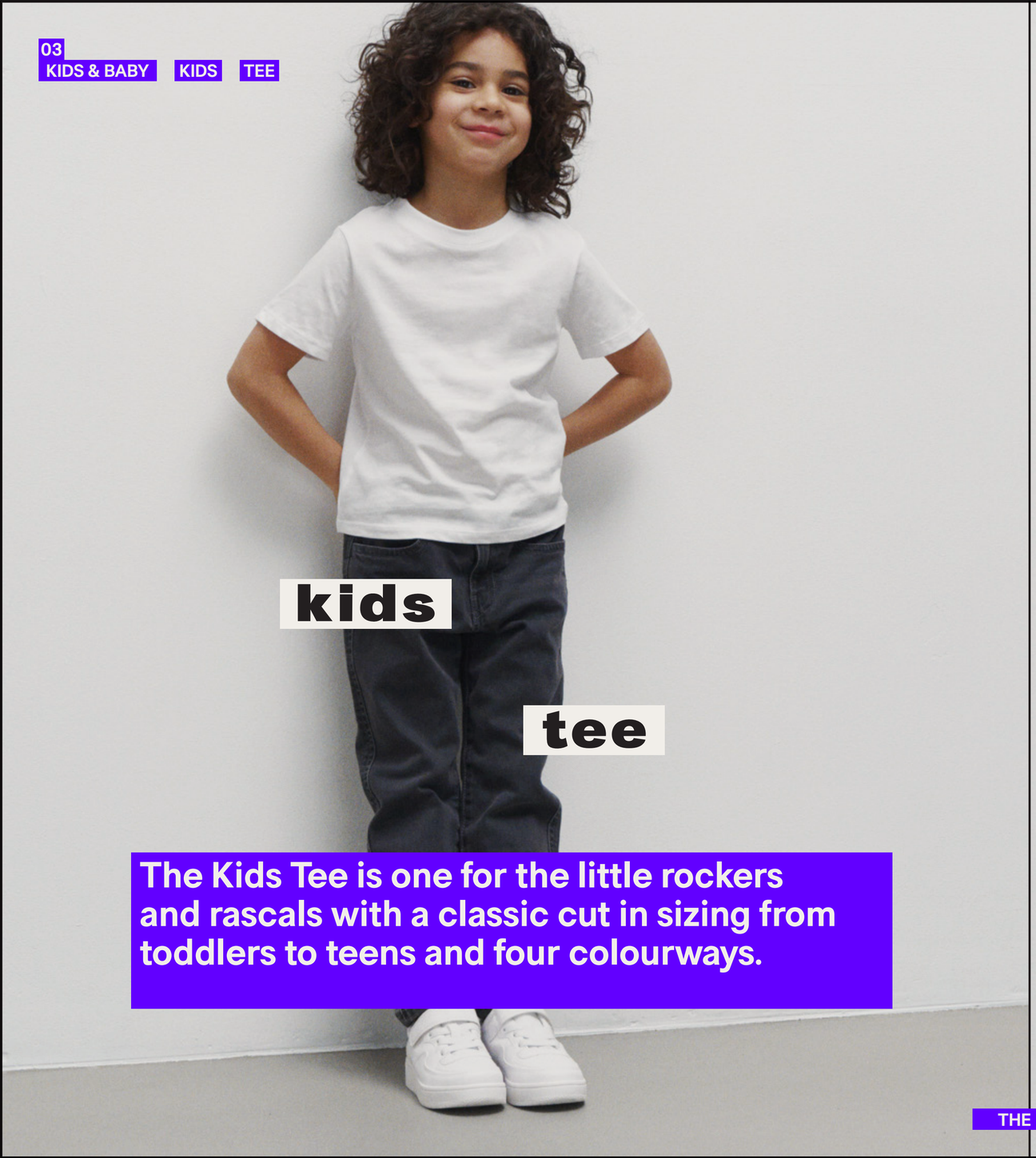
TRUE [BLANKS]

kids & baby

The Kids & Baby collection is our way of making sure the little ones also get the merch they deserve. The range features the same **attention to detail** as our adult collections, with **soft organic cottons** for their sensitive skin, and shoulder snap buttons for **easy** everyday wear. High quality, print-ready garments in great colours, that are safe for tiny rebels and future influencers.

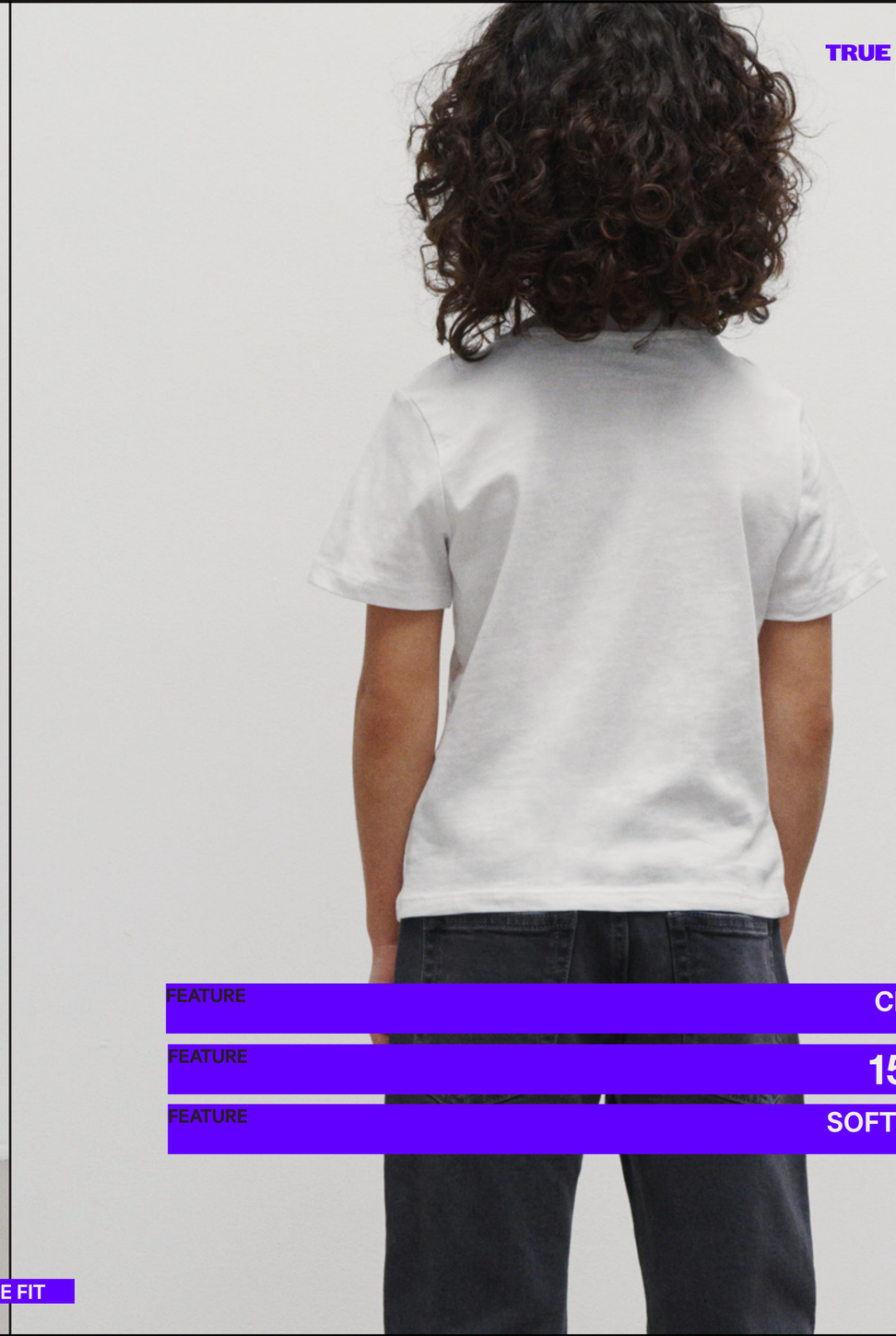
kids & baby overview

FULL LINE



kids tee

The Kids Tee is one for the little rockers and rascals with a classic cut in sizing from toddlers to teens and four colourways.



FEATURE CLASSIC FIT

FEATURE 150 GSM

FEATURE SOFT & DRAPEY

SILHOUETTE
CLASSIC STRAIGHT REGULAR FIT, TRUE TO SIZE

MATERIAL
100% ORGANIC COTTON, COMBED RING SPUN YARN

WEIGHT
150 GSM MID WEIGHT

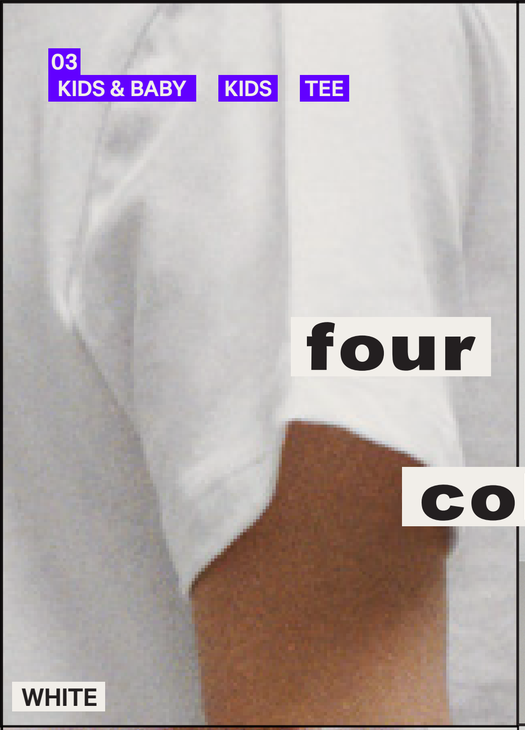
DETAILS

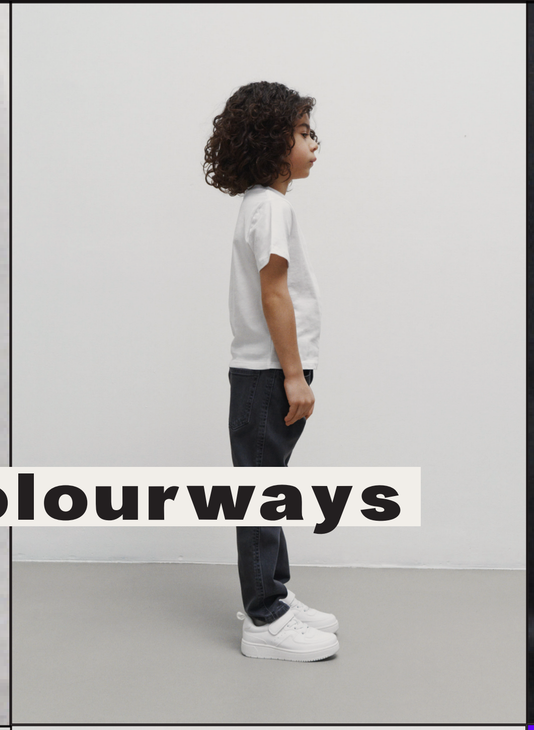
DETAILS
TWIN NEEDLE STITCH, SINGLE NEEDLE STITCH, CHAIN STITCH FELLED SHOULDER SEAM, INSIDE NECK TAPE, 1X1 RIB.

HAND FEEL
SOFT & DRAPEY

03
KIDS & BABY KIDS TEE

four colourways

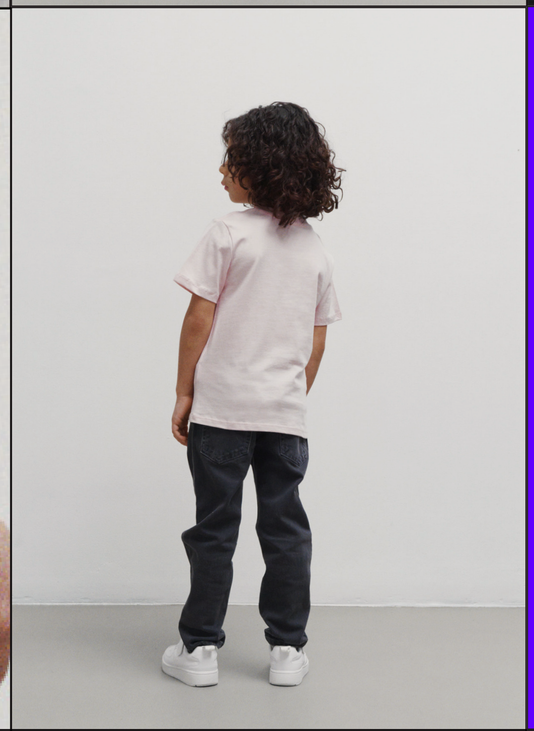

WHITE



OFF BLACK

TRUE [BLANKS]

SOFT PINK

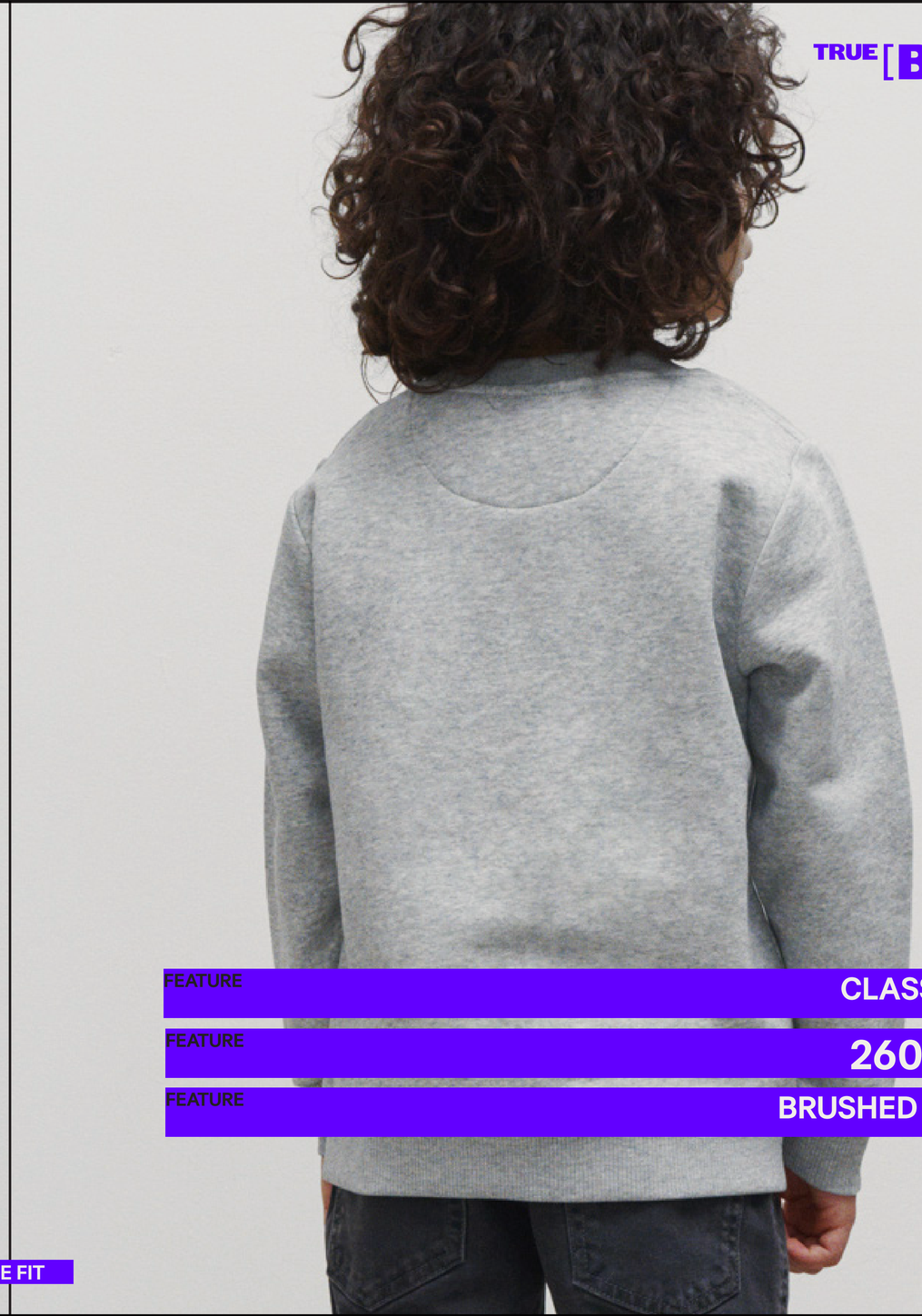


COLOURS

MINT GREEN

kids sweatshirt

The Kids Sweatshirt is ready for everything with a classic, timeless fit, sizing from toddler to teens and three colourways.



FEATURE CLASSIC FIT

FEATURE 260 GSM

FEATURE BRUSHED INSIDE

SILHOUETTE
CLASSIC STRAIGHT REGULAR FIT,
TRUE TO SIZE

MATERIAL
80% ORGANIC COTTON,
20% RECYCLED POLYESTER,
COMBED RING SPUN YARN

WEIGHT
260 GSM MID WEIGHT

DETAILS

DETAILS
SINGLE NEEDLE STITCH,
CHAIN STITCH FELLED SHOULDER SEAM,
INSIDE NECK TAPE, 2X2 RIB.

HAND FEEL
SOFT & DRAPEY

five colourways

OFF BLACK

GREY MELANGE

SOFT PINK

MINT GREEN

NAVY

COLOURS

baby tee

The Baby Tee is easy to put on in a late-for-school-panic with a traditional cut, four colourways and sizing in 68, 80 and 92 cm.

FEATURE	CLASSIC FIT
FEATURE	150 GSM
FEATURE	SOFT & DRAPEY

SILHOUETTE
CLASSIC STRAIGHT REGULAR FIT, TRUE TO SIZE

MATERIAL
100% ORGANIC COTTON, COMBED RING SPUN YARN

WEIGHT
150 GSM MID WEIGHT

DETAILS

DETAILS
TWIN NEEDLE STITCH, SINGLE NEEDLE STITCH, INSIDE NECK TAPE, 1X1 RIB, PRESS BUTTONS.

HAND FEEL
SOFT & DRAPEY

03
KIDS & BABY BABY TEE

four colourways

TRUE [BLANKS]

WHITE

OFF BLACK

SOFT YELLOW

COLOURS

MAROON

baby bodysuit

The Baby Bodysuit is cute as a button, comes in 68, 89 plus 92 cm sizes and two colourways.

FEATURE CLASSIC FIT

FEATURE 150 GSM

FEATURE SOFT & DRAPEY

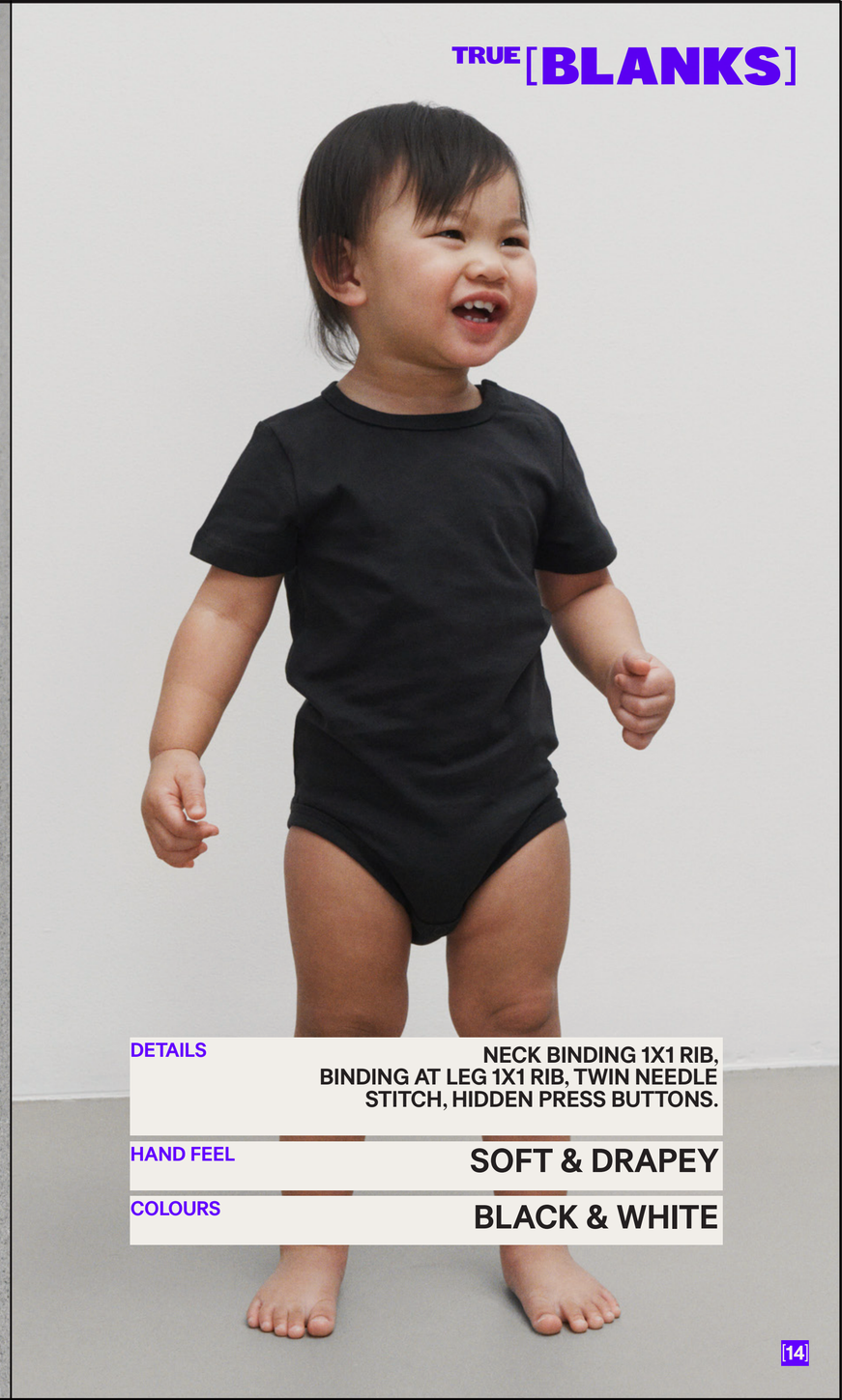
SILHOUETTE
CLASSIC STRAIGHT REGULAR FIT,
TRUE TO SIZE

MATERIAL
100% ORGANIC COTTON,
COMBED RING SPUN YARN

WEIGHT
150 GSM MID WEIGHT

DETAILS

TRUE [BLANKS]



DETAILS
NECK BINDING 1X1 RIB,
BINDING AT LEG 1X1 RIB, TWIN NEEDLE
STITCH, HIDDEN PRESS BUTTONS.

HAND FEEL
SOFT & DRAPEY

COLOURS
BLACK & WHITE

03
KIDS & BABY BABY BODYSUIT

two colourways

WHITE

BLACK

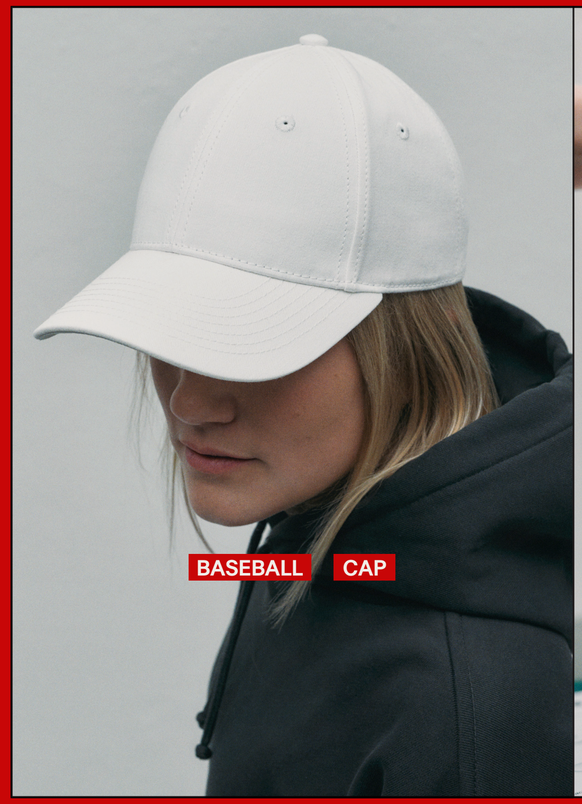
COLOURS

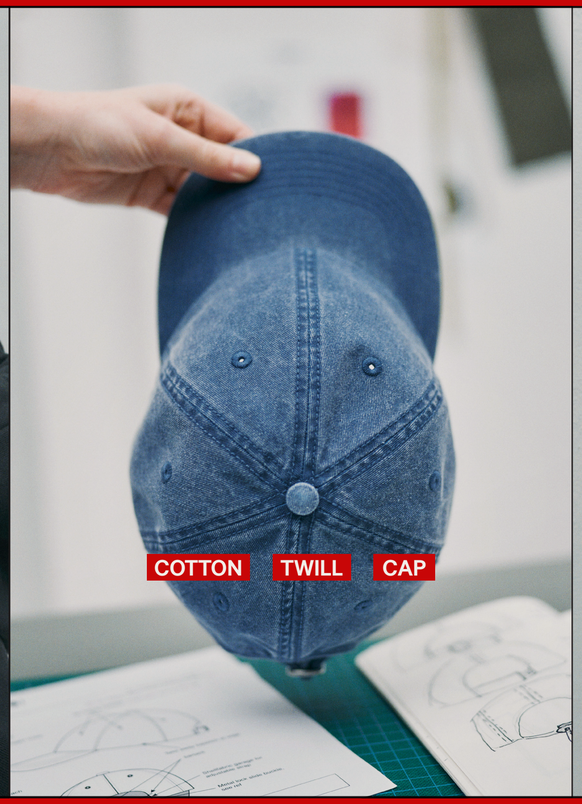
04

TRUE [BLANKS]

accessories

True Blanks accessories hit different! Constructed from our custom weaves of organic cotton, they're **made to last** and be loved. As with our Essential and Contemporary collections, we've invested in the **details** and designed each piece **from scratch**. Seams, stitches, pocket placement, closures – nothing overlooked, everything considered. They're not just the extension of a look or fit; they're an extension of you and your creative vision.





accessories overview

FULL LINE

cotton twill baseball cap

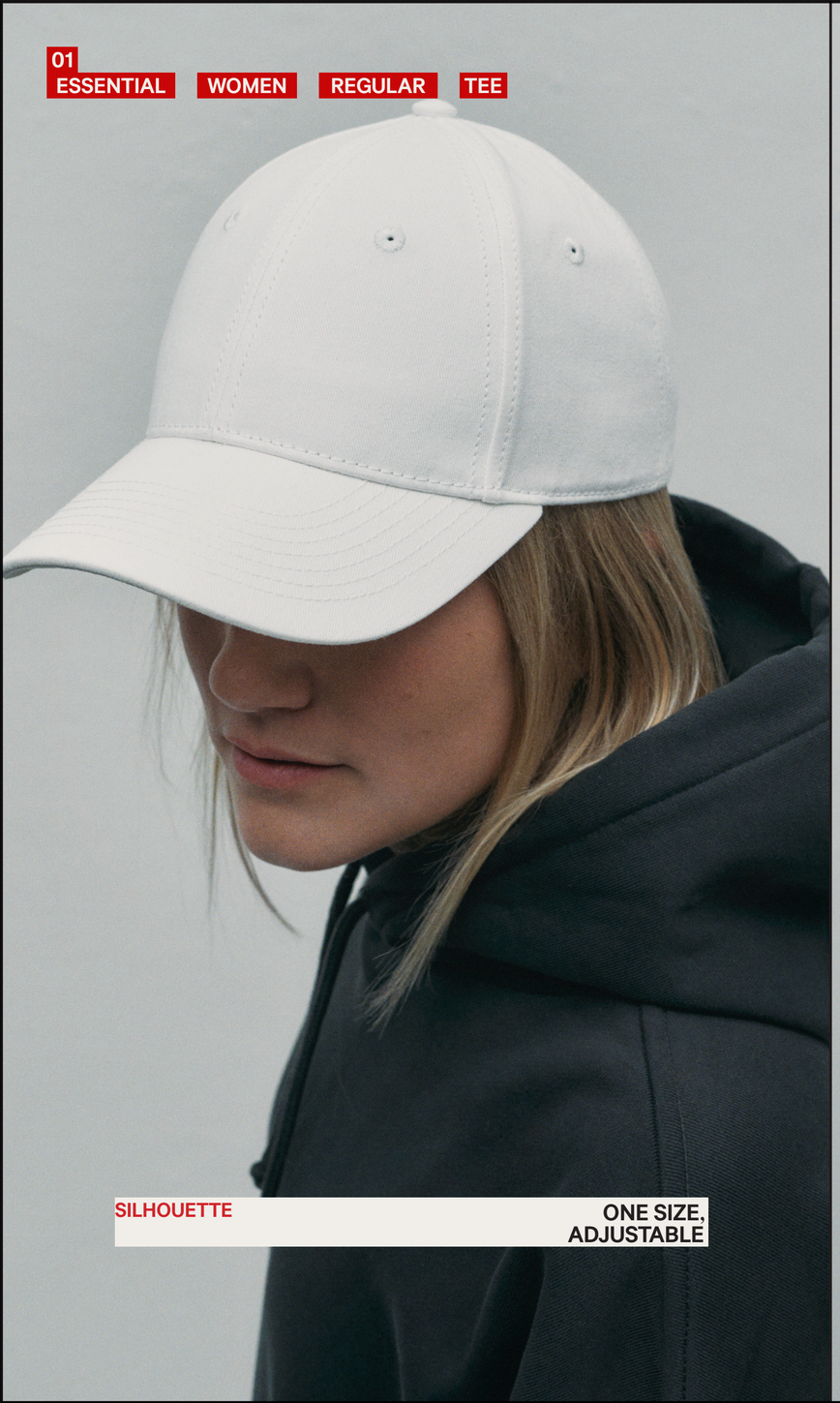
The Cotton Twill Baseball Cap has a fuller, six panel form in three colourways and an adjustable one-size-fits-all size.

FEATURE ONE SIZE VELCRO CLOSING

FEATURE 269 GSM

FEATURE HARD TOP SHAPE

01
ESSENTIAL WOMEN REGULAR TEE



SILHOUETTE	ONE SIZE, ADJUSTABLE

MATERIAL	100% ORGANIC COTTON TWILL
WEIGHT	269 GSM HEAVY

DETAILS

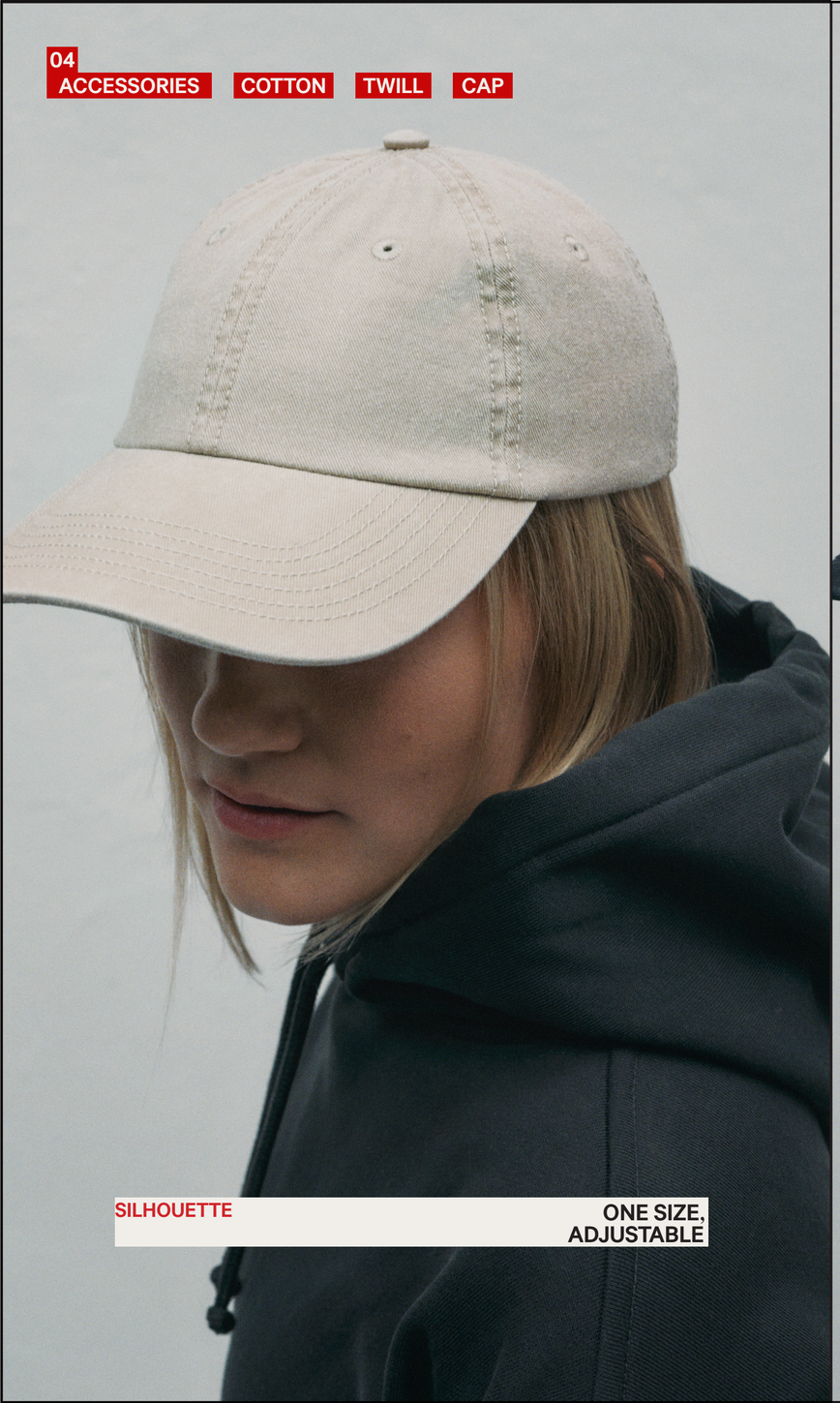
DETAILS	SIX PANEL DESIGN, ADJUSTABLE BACK W. METAL BUCKLE, PRINTABLE INSIDE FACING, HARD BRIM, SINGLE NEEDLE TOPSTITCH, STITCHED EYELETS.
HAND FEEL	RIDGED COTTON TWILL
COLOURS	OFF BLACK, OFF WHITE & MIDNIGHT BLUE

cotton twill cap

The Cotton Twill Cap has a low-profile six panel shape in three colourways and adjustable one-size-fits-all size.

FEATURE	ONE SIZE BUCKLE CLOSING
FEATURE	269 GSM
FEATURE	WASHED HAND FEEL

04
ACCESSORIES COTTON TWILL CAP



SILHOUETTE
ONE SIZE, ADJUSTABLE

MATERIAL
100% ORGANIC COTTON TWILL

WEIGHT
269 GSM HEAVY

DETAILS

DETAILS
SIX PANEL DESIGN, ADJUSTABLE BACK W. METAL BUCKLE, PRINTABLE INSIDE FACING, HARD BRIM, SINGLE NEEDLE TOPSTITCH, STITCHED EYELETS.

HAND FEEL
RIDGED COTTON TWILL, GARMENT WASHED

COLOURS
WASHED OATMEAL, WASHED BLACK, WASHED BLUE

cotton canvas tote

The Cotton Canvas Tote has a classic, versatile shape and is available in two colourways.

FEATURE	CLASSIC TOTE
FEATURE	290 GSM
FEATURE	CLEAN DETAILS

DETAILS
CLASSIC TOTE BAG, TWO HANDLES IN COTTON CANVAS, UNLINED, OPEN AT TOP, TWIN-NEEDLE TOPSTITCH, SINGLE NEEDLE TOPSTITCH, REINFORCEMENT STITCHING & BARTACK AT HANDLES.

SIZE
ONE SIZE,
DIMENSIONS 42 X 38 X 12 CM

MATERIAL
100% ORGANIC COTTON CANVAS

WEIGHT
290 GSM HEAVY

HAND FEEL
HEAVY COTTON CANVAS

COLOURS
OFF BLACK & NATURAL WHITE

cotton canvas

large tote

The Cotton Canvas Large Tote has a boxy, structured form and comes in two colourways.

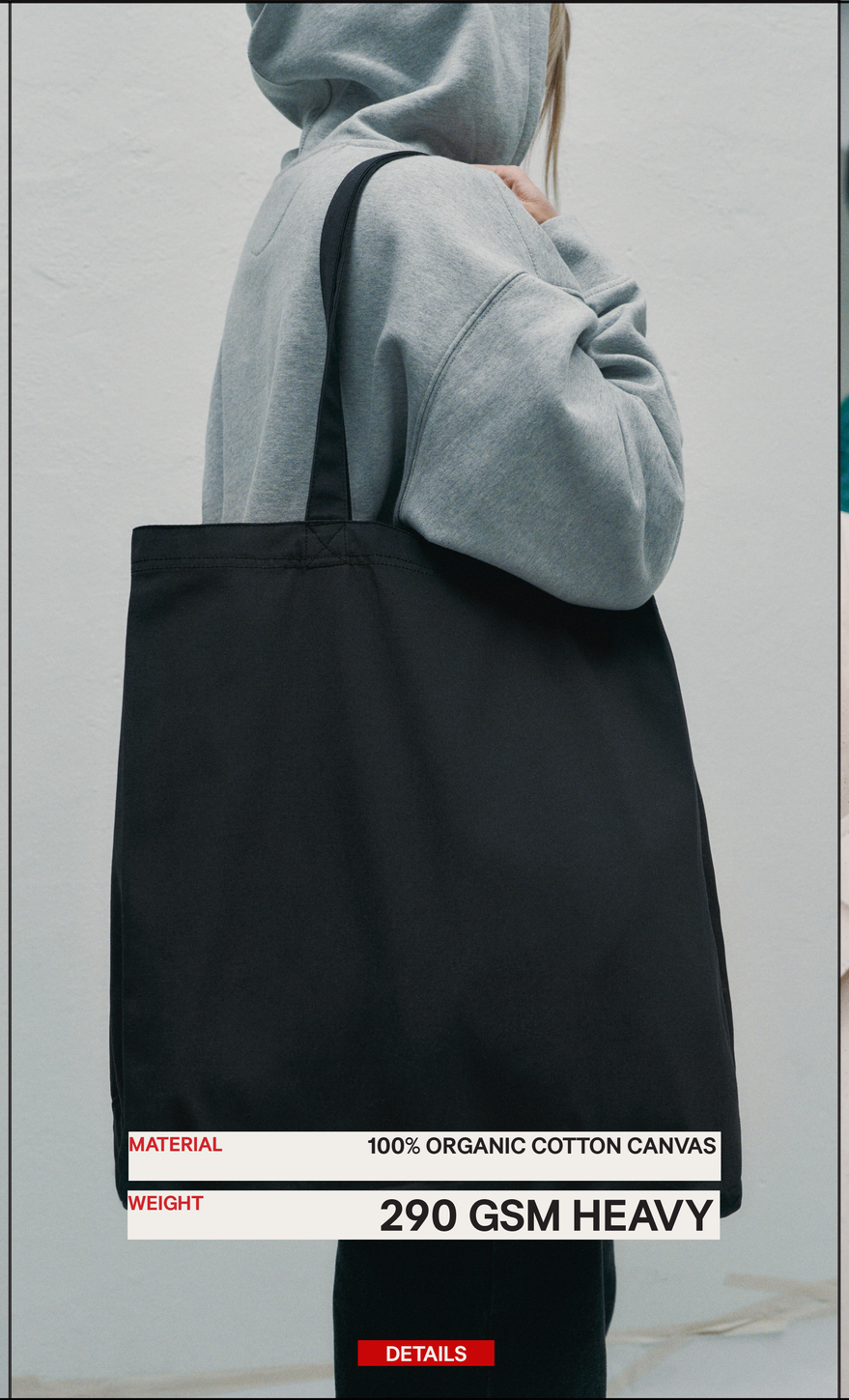
FEATURE LARGE SHOPPER TOTE

FEATURE 290 GSM

FEATURE CLEAN DETAILS

04
ACCESSORIES COTTON CANVAS LARGE TOTE

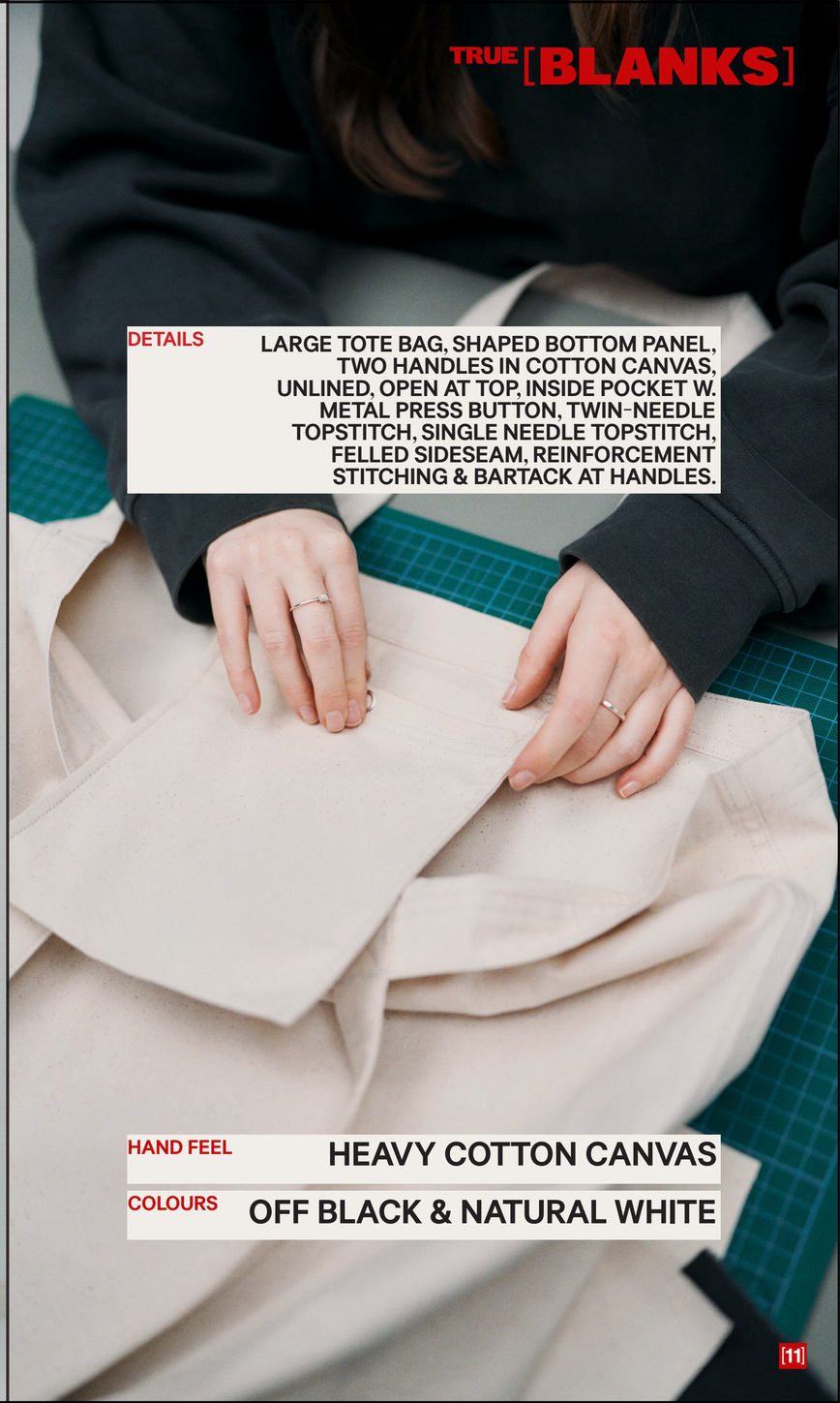
SIZE
ONE SIZE,
DIMENSIONS 42 X 40 X 14 CM



MATERIAL
100% ORGANIC COTTON CANVAS

WEIGHT
290 GSM HEAVY

DETAILS



DETAILS
LARGE TOTE BAG, SHAPED BOTTOM PANEL, TWO HANDLES IN COTTON CANVAS, UNLINED, OPEN AT TOP, INSIDE POCKET W. METAL PRESS BUTTON, TWIN-NEEDLE TOPSTITCH, SINGLE NEEDLE TOPSTITCH, FELLED SIDESEAM, REINFORCEMENT STITCHING & BARTACK AT HANDLES.

HAND FEEL
HEAVY COTTON CANVAS

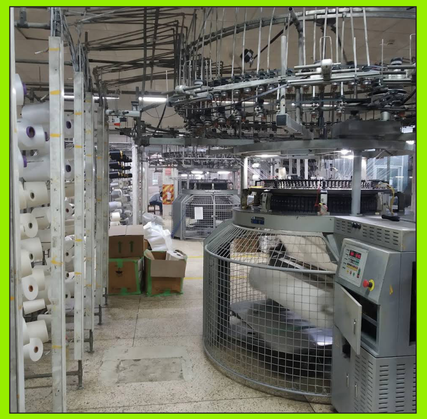
COLOURS
OFF BLACK & NATURAL WHITE

responsibility

Take a leap towards sustainable fashion by tapping into one of the world's most transparent and sustainable supply chains. With True Blanks you get the opportunity to leverage the H&M Group's past and future investments in progressive sustainability work, while contributing to the changes needed in our industry.

With True Blanks you gain access to the H&M Group agenda and leverage the group's past and future investments.

True Blanks are made with **100% organic** cotton and **recycled** polyester. We control the entire production chain, so we can monitor every stage to **secure the quality** and responsible attributes of each garment. Every step of the way, from fibre to fans, we're setting **new standards** for producing garments in the best possible way.



True Blanks garments

Designed, cut and assembled for longevity, True Blanks, our own merch fashion label produced by H&M Group, is made with 100% organic cotton and recycled polyester. The entire production chain is controlled by us, so we can monitor and control every stage, to secure the quality of each garment. Engineered for on printing, True Blanks is the optimal canvas for your fans to get exceptional quality as standard.

ORGANIC COTTON

The cotton in True Blanks' garments is 100% organic. Organic cotton cultivation benefits the environment. Because it doesn't use chemical pesticides and insecticides it improves soil condition, lowers greenhouse gas emissions, strengthens biodiversity and improves cotton growers' health and fibre farming'.

RECYCLED POLYESTER

All the polyester we use is recycled. It has the same properties as conventional virgin polyester and is strong, durable and moisture resistant. Polyester is an artificial fibre made from oil, which is used widely around the world. Recycled polyester is a more sustainable option made from oil-based waste, such as PET drinks bottles — a way of preventing plastic waste from ending up in landfills.

True Blanks Certificates

OCS 100 CERTIFICATION
The Organic Content Standard (OCS) applies to a product with 95-100% organic material. During the certification process, our suppliers are examined to make sure the cotton they source, use and work with is organic.

ORGANIC BLENDED
The OSC Blended Standard applies to products that have between 5-100% organic material. It secures the quality and confirms the percentage of organic material being used during the production of a garment made from a blended textile.

h&m group sustainability goals

Lead the change

- Scale innovation
- Promote transparency
- Collaborate for industrywide progress

Support a circular fashion industry with net-zero climate impact

- Become net-zero across our value chain by 2040, operating within planetary boundaries
- Have a net-positive impact on biodiversity
- Scale circular models and systems for our products, supply chains and customer journeys

Be a fair and equal company

- Have a positive impact on people across our value chain
- Support and promote inclusion and diversity in everything we do

More info

hmgroup.com/sustainability

the sustainability commitment

To lead the change and fulfill our commitments to becoming circular, renewable, fair and equal, we need to have a different way of working than the traditional supplier compliance audit.

With the Sustainability Commitment we are measuring performance at compliance and beyond.

Performance levels

- Fundamental level – requirements for all business partners to comply with national laws and international conventions and standards.
- Aspirational levels – making constant improvements to advance sustainability impacts beyond compliance with management systems and leading practice.

transparency

H&M Group is recognised for efforts driving positive change and transparency across the value chain.

Transparency is key to building trust and credibility and empowering our business partners and customers to compare and make more sustainable choices.

Ranked as #1 , #2 out of 250 brands in Fashion Transparency Index 2020, 2021.

meet a couple of true blanks suppliers

Liberty Knitwear

- 3 manufacturing units
- Natural gas standing for 95% of the energy consumption
- 12’500 workers in all units
- Produced 30’000’000 pcs of garments 2021

Performance - H&M Group performance

- 6% Increase in energy efficiency (2021 vs 2020)
- 27% Increase in water efficiency since 2017 baseline
- 99% Sustainably sourced material 2021 (H&M Group placements)

Initiatives & Engagements

- Energy Efficiency Program: Energy expert enrolled in energy efficiency programs with aim to be 20% more energy efficient by 2024. 50% of total energy to be sourced from renewable sources by 2030
- Solar panels: Installation for 1.3MW in progress
- Wastewater recycling pilot: Together with H&M to reduce water consumption
- Rainwater harvesting: Harvested 2150 m3 rainwater in 2021
- Fabric waste recycling: Working on fabric waste recycling with Reverse Resources (platform to digitise, connect and scale global textile-to-textile recycling)
- Medical treatments: Free medical treatment facilities for workers & family to support physical and financial well-being
- Education scholarship
- Waste management: Engaged with Aid Bangladesh to dispose of their waste in an environmentally responsibly way
- Wellbeing: Drinking water facilities for local community.
- Donation to local community “Madrasha”.

Knit Concern

- 1 manufacturing unit
- Natural gas standing for 100% of the energy consumption
- 4’700 workers in the unit
- Produced 12’000’000 kg of garments 2021

Performance - H&M Group performance data

- 0,1% Increase in energy efficiency (2021 vs 2020)
- 23% Increase in water efficiency since 2017 baseline
- 98% Sustainably sourced material 2021 (H&M Group placements)

Initiatives & Engagements

- Energy Efficiency Program:Energy expert enrolled in energy efficiency programs with aim to be 20% more energy efficient by 2024. 50% of total energy to be sourced from renewable sources by 2030.

- Solar panels: In the process of installing 260KWp solar panels as an initial step towards switching sources.
- Process optimisation project: Enrolled in SCOPI Project aiming at process optimization in association with STS (Sustainable Textile Solution) – Bluwin.
- Fabric waste recycling: Working on fabric waste recycling with Reverse Resources (platform to digitise, connect and scale global textile-to-textile recycling)
- Skill development and education: Together with BGMEA & SEIP to offer training for hand workers. Education scholarship for workers’ children. This encourages workers to secure education for the future. Supporting 9 female workers on their higher studies by providing full salary during years of education.
- Benefits: Free Transport Facility for workers providing safety & financial benefit. Fair Price Shop where workers can purchase household goods at reduced prices, providing financial support.
- Drinking water: Offering free drinking water to local community.

TRUE [BLANKS]

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LOOKBOOK

MADE FOR MERCH –
FULL COLLECTION GUIDE