



MARKETING BRAND PACK



ABOUT US

I have always had a love of Indian textiles, and an original block printed Phool dress found at a flea market 10 years ago became the inspiration for my designs. I wanted something that felt feminine, that flowed, that gave women the freedom to feel confident, comfortable, creative; that sustained my 70s soul and was sustainable for Mother Earth. That encapsulated the individuality of vintage, designed today, for tomorrow's woman.

I wanted to create something that captured and encapsulated freedom.

And so, in the Indian summer of 2018, Naked Generation was born.

It was then that I travelled to India and overland to Jaipur - India's natural dye district and the beating heart of traditional block printing, to find hand block printers who would help me bring Naked Generation to life.

The suppliers I connected with on that first trip remain my suppliers today, and their talent, passion, transparent working environment and ethics reflect the core principles of Naked Generation; we work together to bring the earthy dyes, the natural materials and ethical manufacturing processes together in a way that treads lightly on the land, treats kindly the people behind the process, and ultimately sustains a future for future Naked Generations.

Naked Generation is inspired by the past, thought-up in Cornwall, created in India, and loved everywhere.

We create hand-block printed, naturally dyed, individually clothing that celebrates India's rich textile heritage, that treats the planet with kindness, and nurtures ethical and transparent working practices.

When you order from us you take home a movement that's trying, in its own small way, to rewrite the standards of the fashion industry, with integrity, soul and boundless creativity.



SMALL BATCH, SLOW, SOULFUL CLOTHING...

SLOW FASHION...BIG HEART

Naked Generation creates hand-block printed, naturally dyed, individually unique clothing and homewear that celebrates India's rich textile heritage, that treats the planet with kindness, and nurtures ethical and transparent working practices.

We create prints and pieces with their own individual histories - to bring 70s magic, disruptive freedom and creative fire into the wardrobes of women the world over.

Naked Generation is a sustainable brand forging a new path in the fashion and textile industry by focusing on the preservation and celebration of Mother Earth, so that she can be cherished for future Naked Generations.





SEASONLESS STLYE

Naked Generation is an oath to Mother Earth, a promise to cherish her gifts and protect her future. Our value chain honours the natural world we are all rooted to, and we hope that by understanding our practices and values and enjoying our products, we inspire you to link up to our value chain, and keep it growing.

We promote a season-less style and wardrobe concept. All our items are designed with all seasons in mind. This way of dressing and shopping we feel is truly sustainable. Our core collection is available all year round and occasionally will add new styles each months.



SOCIALS

INSTAGRAM

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