



REVOLUTION NOW®
FALL WINTER 2024
NEW YORK

ABOUT US:

Founded in 2009, Revolution Now is a New York fashion brand that transforms the classic sweater into a contemporary staple. Eschewing bulky cuts and monotonous hues, our collection showcases urban slim fits, innovative patterns, and a palette of vibrant, trend-forward colors. Enjoy unparalleled mobility that challenges the rigidity of traditional woven suits. Our range also includes complementary pullovers, cardigans, vests, scarves, gloves, and stylish sweaters for dogs. With Revolution Now, experience a harmonious blend of comfort and elegance in a daringly modern approach.



Welcome to Revolution Now Fashion 2024 Fall Winter

Vision and Mission



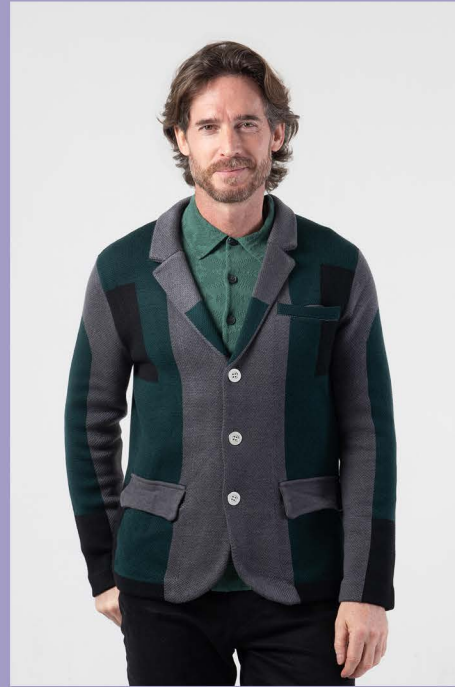
In an era of rapid change, fashion has become a significant medium for social and political commentary. It reflects societal shifts and cultural trends, addressing issues like sustainability, inclusivity, and ethical production. The industry's embrace of eco-friendly materials and fair labor practices signifies a shift towards responsible stewardship.

Fashion has also started celebrating diversity, with runways showcasing a broad spectrum of beauty, challenging stereotypes, and promoting acceptance and equality. This revolution in fashion is more than aesthetic; it's a movement for change, encouraging a dialogue on broader societal issues.

As a beacon of hope in uncertain times, fashion symbolizes resilience and creativity, advocating for a more conscious, inclusive world. It encourages questioning and dreaming, representing a profound awakening amidst chaos.

LOOK 1:

Color Block Knitted Blazer



Discover the art of sharp dressing with our Color Block Blazer, a piece that redefines eco-conscious style.

Made from a thoughtful blend of 48% recycled polyester, 28% acrylic, 20% nylon, and a touch of 6% cashmere-feel wool, this blazer offers both sustainability and comfort.

Its urban slim fit contours to the body, ensuring a sleek profile for the modern man.

Featuring a striking color block pattern, constructive design with flap pockets, and a distinctive contrast on the back of the sleeves, it's a statement piece that speaks to a thoughtful, fashion-forward lifestyle

Product Details :

48% Recycled polyester granting

Global Recycled Standard

6% super fine wool

Constructive color block notch collar blazer

Signature flap pocket

Engineered urban slim fit

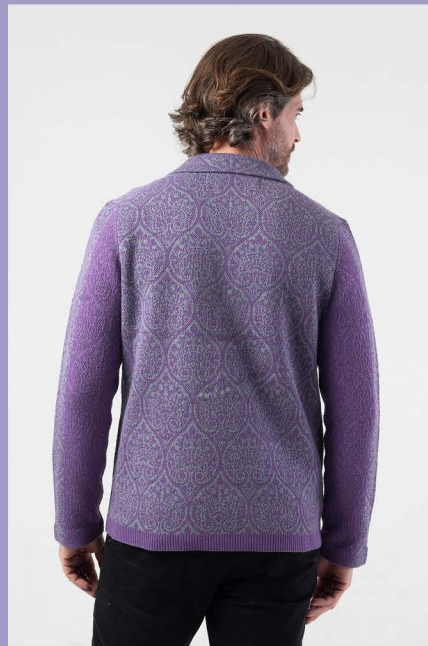
Logo pewter buttons

LOOK 2:

Paisley Jacquard Knitted Blazer



Elevate your wardrobe with our Urban Slim Fit Blazer, crafted from an eco-friendly blend of 48% recycled polyester and luxurious cashmere-feel wool. This piece features a sophisticated paisley jacquard pattern, accented with a unique embossed solid pattern on the sweater shirt. Tailored for a modern silhouette with constructive side pockets and contrasting sleeve details, it's the perfect fusion of sustainability, style, and comfort for the discerning urban gentleman.



Product Details :
48% Recycled polyester with
Global Recycled Standard
6% super fine wool
Constructive jacquard paisley
pattern notch collar blazer
Signature straight and side pockets
Contrast solid jacquard pattern
on back sleeves
Engineered urban slim fit
Logo pewter buttons

LOOK 3:

Paisley Jacquard Knitted Bomber Jacket

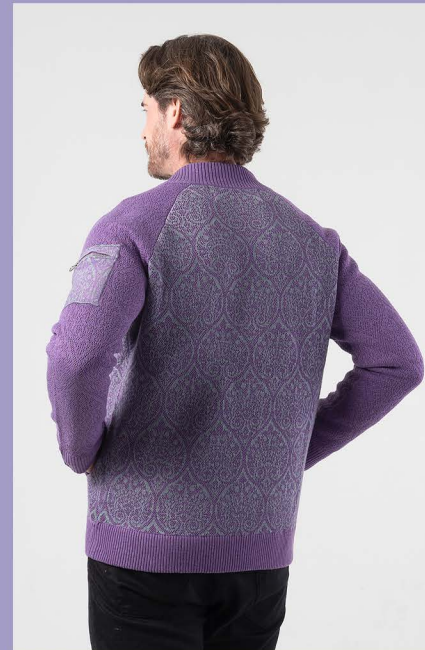


The paisley pattern is historically rich and often associated with luxury and sophistication. Its use in a bomber jacket format offers a blend of classic and modern streetwear aesthetics.

The use of vivid colors like blue and purple in these jackets adds a bold touch to the menswear palette, moving away from traditional neutral tones commonly seen in bomber jackets.

The urban slim fit ensures the jackets are not bulky, aligning with the modern preference for sleeker silhouettes that flatter the body's shape.

The Revolution Now bomber jackets represent a fusion of traditional patterns with contemporary fits and vibrant colors, aligning with current trends in menswear that favor versatility, comfort, and a statement-making aesthetic. They cater to a lifestyle that values practicality, self-expression, and adaptability.



Product Details :

42% recycled polyester and enhanced with 6% super fine wool,
2 color jacquard knitted paisley pattern with solid contrast sleeves.
Signature paisley pattern zipper pocket on arm. Metal zipper front.

LOOK 4:

Variated Chevron Knitted Blazer



Strike the perfect balance between classic elegance and contemporary style with our Chevron Jacquard Knit Blazer. Crafted for the modern man, this blazer boasts a distinctive chevron pattern, rendered in eye-catching blues and purples, that infuses traditional design with a fresh, urban twist. Designed with an urban slim fit to accentuate your silhouette, this blazer offers a structured yet comfortable feel, ideal for the transition from boardroom to social hour. Constructed with antipulling technology and a soft hand feel, this garment promises durability and comfort in any setting. The engineered construction ensures a tailored look that stays sharp throughout your day. Embrace versatility and sophistication with this must-have addition to your wardrobe, perfect for today's dynamic lifestyle. Discover a new realm of menswear with Revolution Now – where fashion meets functionality.

Product Details :
71% polyester 11% hollow ultra fine nylon
18% anti-pilling acrylic warm hand.
Jacquard Chevron pattern
Constructive notch collar blazer
Solid contrast pattern on sleeve
signature flap pocket
Engineered urban slim fit
multi pewter buttons on cuff
Logo pewter buttons on front

LOOK 5:

Windowpane Jacquard Knitted Blazer



Embrace a sophisticated edge with our Windowpane Jacquard Knit Blazer. Meticulously crafted with a soft woolen hand feel and 5% wool, this blazer merges the boundary between comfort and dapper style. The distinctive windowpane pattern, available in rich shades of teal, charcoal, and coffee, brings a classic motif into the realm of modern urban fashion.

Tailored for a refined look with an urban slim fit, it's the perfect piece for the man on-the-go, offering exceptional versatility without sacrificing elegance. Whether you're navigating the workday or attending weekend events, this engineered blazer ensures you stay comfortably in vogue. It's more than just a statement piece—it's an everyday luxury for the discerning gentleman where sophistication meets modern practicality.

Product Details :
Novelty 95% Polyester 5% Wool Brushed yarn
Engineered sweater knit jacquard
window pine pattern
constructive notch collar blazer
Signature 3 straight pockets
Body tone solid rib contrast on back sleeves.
Rib construction on front and back yokes
Urban slim fit
Metal embossed half sphere shank buttons

LOOK 6:

Cotton Bamboo Texture Stripe Lining Knitted Blazer



Discover the tailored charm of Revolution Now's Blazer, a masterpiece of construction with a snug, urban slim fit, detailed with a subtle texture contrast and surprise self fabric striped lining for the modern, discerning man. The idea of a "sweater knit tailored constructive engineered blazer" is an adaptation to the modern urban lifestyle. The engineering of the blazer to have an urban slim fit with practical elements with inside stripes are a trendy touch that also speaks to the attention to detail in the design process. The Bamboo texture together with the soft tight tension knitting adds depth and visual interest to the garment. It provides a handmade, artisanal feel that values craftsmanship and uniqueness. Complete with thoughtful engineering, including inner stripe detailing, our blazers offer a refined aesthetic with an unexpected twist. A testament to the attention to detail and innovative design.

Product Details: Novelty 100% Cotton bamboo like texture
Engineered tailor sweater knit bamboo texture constructive notched collar blazer.
Signature 2 flap pockets. Self material inside stripe lining, Urban slim fit
3 pewter buttons on sleeves cuff, 3 logo pewter buttons front



LOOK 7: Multi Stitch Knitted Blazer



Embrace modern elegance with our Wool blend Knit Blazers, tailored for a smart urban fit. These blazers feature unique multi-stitch detailing in luxurious brushed yarn, perfect for the man who seeks comfort with a refined edge. Available in essential hues, they're the versatile must-have for any discerning wardrobe.

The unique stitching and knitting patterns provide a contemporary touch, appealing to men who appreciate craftsmanship and detail in their clothing.

Dress in distinction with our Knit Blazers, available in an array of unique and eccentric hues. Choose from the deep mystique of navy, the earthy calm of sand, the rich vitality of dark green, or the bold charisma of red to elevate your ensemble with a touch of individuality.



Product Details:

Novelty 95% Polyester 5% Wool Brushed yarn
Engineered sweater links knit solid uneven multi stitching
constructive notch collar blazer
Signature 2 ways straight and side pockets openings
Urban slim fit
3 logo metal pewter buttons

LOOK 8:

Argyle Jacquard Knitted Blazer



Our Jacquard Knit Blazers redefine tradition with a multi-color argyle pattern and innovative two-way pockets. Crafted from a premium blend that ensures durability and comfort, these urban-fit blazers merge timeless elegance with modern versatility.

The combination of anti-pilling acrylic, Tencel, and extra-fine merino wool offers durability, comfort, and warmth, making these blazers practical for different climates and occasions.

The solid jacquard argyle pattern on the back of the sleeves and the signature two-way pocket design are distinctive features that set these pieces apart. These elements add both functionality and a playful, design-forward aspect to the blazers.

Product Details:

Novelty 50% Anti Acrylic 30% Tencel 20% Extra Fine Merino Wool

Engineered sweater jacquard knit argyle pattern constructive notch collar blazer

Signature 2 ways straight and side pocket openings.

Self-materials same tone solid argyle jacquard contrast on back of sleeves.

Urban slim fit, 3 logo pewter metal buttons



LOOK 9:

Chain Link Knitted Chunky Blazer

Our Sweater Blazer, a sartorial staple redefined with a chainlink loop knit pattern and dynamic two-way pockets. Crafted with a luxurious wool blend for comfort and warmth, this urban slim-fit piece seamlessly transitions from business to casual, embodying the essence of modern menswear.

The strong puffed chainlink knit pattern is intricate and adds a unique texture to the garment, elevating it beyond a simple knit piece.

The signature two-way straight and playful side pockets are functional yet add a unique design element that distinguishes the brand.

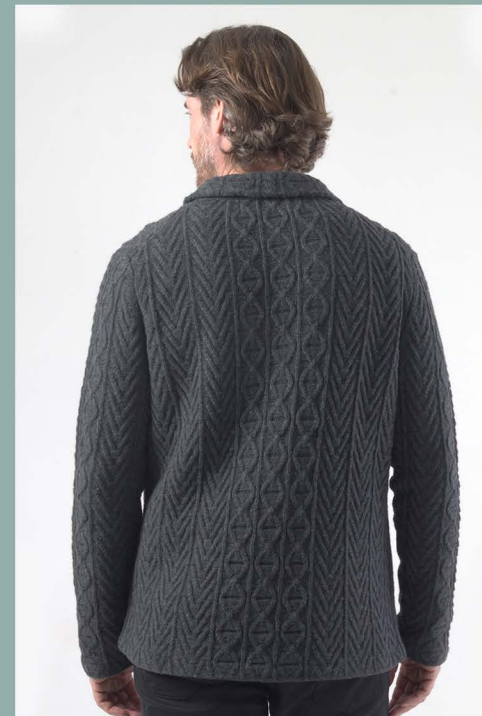
This concept caters to a contemporary wardrobe that values versatility and ease of wear without compromising on style.

Product Details:

Novelty 95% anti pilling Acrylic 5% wool brushed finishing

Engineered sweater loop transfer knit puffed Chainlink pattern constructive notch collar blazer

Signature 2 ways straight and side pockets openings, Urban slim fit, 3 logo pewter metal buttons



LOOK 10:

Chunky Fish Wave Knitted Blazer



Our Wool-Blend Knit Blazer merges the comfort of chunky knitwear with the polish of a tailored blazer. Featuring a dynamic fish and wave knit pattern and versatile two-way pockets, this urban-fit jacket is a quintessential piece for the modern man's transition from professional to casual with ease and elegance. The silhouette maintains a modern urban slim fit, which is very much in line with current menswear trends. This cut ensures a flattering shape that's neither too loose nor too restrictive, aligning with the lifestyle of the modern man who values both style and comfort.

Product Details:

Novelty 95% anti pilling Acrylic 5% wool brushed finishing, Engineered sweater knit puffed fish wave pattern, Constructive notch collar blazer, Signature two-way pockets — straight and playful side pockets, Urban slim fit, 3 logo pewter metal buttons



LOOK 11:

Patch Work Knitted Blazer

Dress with conscious elegance in urban elegance knitted blazer, tailored for the modern man. Meticulously crafted from 100% organic cotton, this slim-fit blazer combines comfort with a sophisticated patchwork design. Available in earthy tones, it features unique dual-style pockets for functionality with flair. Perfect for transitioning from work to leisure, it's a sustainable style statement for the fashion-forward urbanite. Discover a blend of comfort, style, and sustainability with Revolution Now's Urban Elegance Knitted Blazer – the ultimate addition to the contemporary man's wardrobe.

Product Details:

100% traceable certified organic cotton
Engineered sweater knit multi patterns
patchwork, Constructive notch collar blazer,
Exposed linking edges. Signature
two-way pockets — straight and playful
side pockets, Urban slim fit,
3 logo pewter metal buttons



LOOK 12:

Seed Stripe Knitted Blazer



Discover the art of smart-casual with this seed stitch stripe blazers, crafted from 100% high-twist cotton for a super dry feel. Perfectly tailored for the urban landscape, these slim-fit blazers come in a spectrum of bold and earthy colors, offering a contemporary twist on a timeless design.

Engineered for comfort and style, they're an essential for the modern man's wardrobe, where every thread counts.

Product Details:

100% Cotton high twist super dry, Engineered sweater knit seed stitch stripe pattern, Constructive notch collar blazer, Signature 2 flap pockets, Urban slim fit, 3 logo matte imitation shell buttons on front, 5 functional matte imitation shell buttons on cuff.



LOOK 13:

Seed Stripe Knitted Bomber Jacket

Elevate your wardrobe with our bomber jacket, a sleek blend of classic style and modern functionality. Crafted from 100% high-twist cotton for enduring comfort, this urban slim-fit jacket boasts a unique seed stitch pattern and a signature diagonal striped zip pocket on the sleeve. It's an essential piece for the discerning dresser, embodying a smart casual aesthetic with a nod to utilitarian design. They are thoughtfully designed for the style-conscious individual, blending traditional bomber elements with modern details and a fit that aligns with current fashion trends. The combination of texture, fit, and unique features creates a versatile garment that could be a key piece in a variety of outfits.

Product Details:

100% Cotton high twist duper dry, Engineered multi colors stripe pattern on seed stitch sweater knit bomber jacket, Signature zipper pocket with self-material diagonal stripe on sleeve, 2 side pockets with contrast sold color, Metal zipper front, Urban slim fit.



LOOK 14:

Tribe Signature Knitted Blazer

This engineered links knit blazer, featuring a unique solid puffed tribal pattern for an eclectic edge. Made with 100% high-twist cotton, each piece promises a super dry feel and a comfortable urban slim fit. Available in rich tones from coffee to sky blue, this blazer merges tradition with modernity, perfect for the man who dresses to impress with a nod to cultural artistry. The links knit pattern along with the puffed tribal design not only adds visual intrigue but also suggests a meticulous attention to detail in the knit construction, enhancing the overall structure and durability of the blazer.



Product Details:
100% Cotton high twist
super dry Engineered
Sweater Links knit tribal
pattern, Constructive
notch collar blazer,
Signature 2 ways straight
pockets with playful side
pockets, Urban slim fit,
3 logo pewter buttons
on front.



LOOK 15:

Checker Jacquard Knitted Blazer

This innovative knitted blazer, where classic checker pattern meets modern construction.

Made from 100% certified traceable organic cotton, this piece features a striking jacquard design with contrasting sleeves.

The blazer's urban slim fit offers a refined silhouette, complemented by signature dual-access front pockets for practicality and style.

It's an eco-conscious choice for the discerning gentleman seeking to blend sustainability with sartorial elegance.

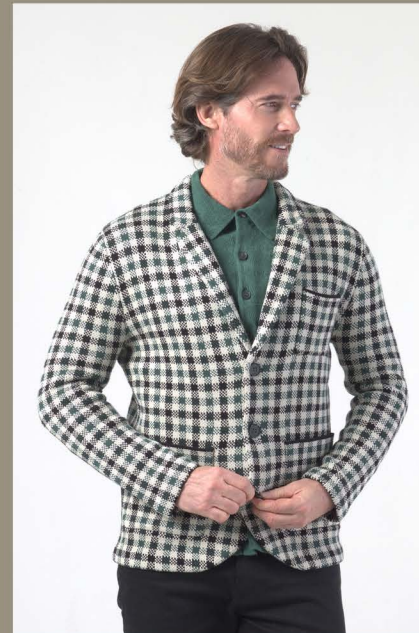
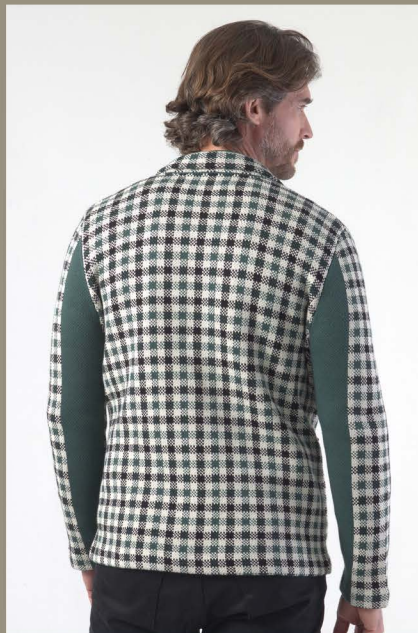
In essence, this knitted blazer is a statement piece that respects the principles of classic tailoring while embracing modernity through its material choice, fit, and distinctive design elements.



Product Details:

100% certified traceable organic cotton, Engineered jacquard multi colors checker pattern'

Constructive knitted notch collar blazer, Signature 2 ways pockets with straight and side openings. Urban Slim Fit, 3 imitation shell buttons front.



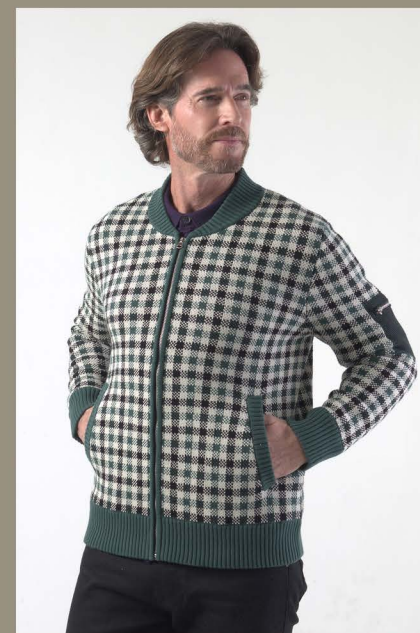
LOOK 16:

Checker Jacquard Knitted Bomber Jacket

We redefine casual sophistication with this urban slim-fit bomber jacket. The engineered jacquard checker pattern and contrasting sleeve pocket merge timeless style with modern functionality. Crafted from 100% certified traceable organic cotton, it features a full metal zipper and signature pockets, offering a comfortable yet stylish piece for the eco-conscious fashion enthusiast. This jacket perfectly encapsulates effortless style with a conscientious approach.



Product Details:
100% certified traceable organic cotton, Engineered jacquard multi colors pattern knitted bomber jacket, Signature self material diagonal stripe zipper pocket on sleeve, 2 side pockets on front, Fully open metal zipper front.



LOOK 17:

Multi Pattern Jacquard Knitted Blazer

It's a modern menswear masterpiece blending traditional tailoring with innovative design. Crafted from 100% certified traceable organic cotton, it showcases engineered jacquard multi-patterns for a dynamic, sophisticated look. Featuring an urban slim fit and unique two-way front pocket, this blazer epitomizes eco-friendly fashion with a stylish edge. Perfect for those who value sustainability without compromising on style.



Product Details:

100% certified traceable organic cotton, Engineered jacquard multi pattern constructive knitted notch collar blazer, Signature 2 ways pockets with straight and side openings. Urban Slim Fit
3 imitation shell buttons front

LOOK 18:

Gingham Jacquard Knitted Blazer

This is an engineered jacquard blazer. Crafted from 100% high-twist cotton, this urban slim-fit blazer features a unique multi-color gingham pattern and contrast solid jacquard on back of sleeves. Designed with innovative two-way front pockets for functionality, it's a modern twist on classic style. Perfect for the eco-conscious, stylish man, it seamlessly blends sophistication with sustainability.



Product Details:

100% Cotton high twist dry hand, Engineered jacquard multi colors gingham pattern constructive knitted notch collar blazer. Contrast solid jacquard on back of sleeves. Signature 2 ways pockets with straight and side openings. Urban Slim Fit, 3 logo imitation shell buttons front.

LOOK 19:

Seed Pattern Notch Collar Knitted Blazer

This is a sartorial innovation with its wool-blend knitted blazer. Boasting a sophisticated seed stitch texture and a versatile urban slim fit, this blazer features unique self-knitted elbow patches and practical two-way front pockets.

Available in rich hues unique designated colors, it merges the warmth of wool with contemporary styling, perfect for the modern man seeking comfort without compromising on elegance.



Product Details:

95% anti pilling Acrylic 5% wool brushed, Engineered chunky seed stitch pattern, Constructive knitted notch collar blazer. Signature 2 ways pockets with straight and side openings. Self-knitted elbow patch Urban Slim Fit, 3 imitation shell buttons front.



LOOK 20:

Uneven Stripe Coat Like Knitted Blazer

Embrace the fusion of comfort and class with our wool-blend knitted blazer. Featuring a distinctive uneven stripe pattern and a luxurious brushed finish, this piece combines the warmth of a chunky sweater with the polish of a blazer. Designed in earthy coffee and deep charcoal tones, the blazer boasts innovative two-way pockets and an urban slim fit, making it an essential, stylish layer for the modern man's cool-weather wardrobe.



Product Details:

95% anti pilling Acrylic 5% wool brushed, Engineered chunky coat like even stripe pattern, Constructive knitted notch collar blazer. Signature 2 ways pockets with straight and side openings. Urban Slim Fit 3 logo imitation shell buttons front.

LOOK 21:

Denim Like Notch Collar Knitted Blazer

This knitted blazer is a testament to innovative comfort, blending a denim-like texture with the versatility of a classic blazer.

Crafted from a breathable cotton-acrylic blend, it features a strong rib tension for durability and shape. Complete with distinctive two-way front pockets and an urban slim fit, it's available in an array of colors from neutral grey to bold purple, catering to both refined and spirited style profiles.

Product Details:

Novelty 55% Cotton 45% Acrylic Denim Like, Engineered knitted rib pattern, Constructive knitted notch collar blazer. Signature 2 ways pockets with straight and side openings. Urban Slim Fit, 3 logo imitation shell buttons front.



LOOK 22:

Chunky Drop Stitch Rib Panel Knitted Bomber Jacket

We redefines casual sophistication with this wool blend knitted bomber. Boasting a unique drop stitch rib pattern and chunky knit fabric, it features a striking mock collar, heavy exposed seams, and contrast cuffs. The full-front zipper lends versatility, while the urban slim fit offers a modern silhouette. Available in dynamic shades from Coffee Grey to vibrant Red, this piece merges comfort with an edgy aesthetic, perfect for the style-savvy individual.

Product Details:

Novelty 95% anti pilling Acrylic 5% wool brushed, Engineered chunky drop stitch on rib pattern knitted cardigan, 2 side pockets, Exposed Linking Seam, Contrast color on cuff, Urban Slim Fit, Metal zipper front fully open.



LOOK 23: Knitted Sweater Shirt (Group A)



Puff gingham knitted sweater shirt



Paisley knitted sweater shirt



The sweater knitted shirts are a seamless blend of casual and smart-casual attire. They function as a sophisticated bridge between a traditional button-up shirt and the cozy appeal of a sweater, perfect for layering with blazers for a polished yet comfortable ensemble. The shirts feature a variety of knitting patterns, from solid plaited knits that offer a subtle texture to more intricate jacquard and links knits with tribal or geometric patterns. These designs contribute a handcrafted feel to each piece, elevating the visual texture and adding depth when paired with the complementary blazers. The fitting likely mirrors the blazers with an "urban slim fit" cut, designed to be flattering yet comfortable. This tailored fit allows the shirts to sit neatly under the blazers, avoiding any bulk and maintaining a sleek silhouette.

The shirts feature various knitting techniques that not only create unique textures but also serve as signature elements tying them to the related blazers. Revolution Now are thoughtfully designed to serve as versatile standalone pieces while also being part of a larger, interconnected collection. The use of color, material, and knitting techniques creates a sophisticated line that can be mixed and matched, offering consumers a range of styling options. These shirts are likely to appeal to those looking for adaptable fashion that blends traditional craftsmanship with a modern aesthetic.

LOOK 23: Knitted Sweater Shirt (Group B)

Plaited bamboo knitted sweater shirt



Denim like knitted sweater shirt



Tribal links knitted sweater shirt



LOOK 24:

Funnel Neck Knitted Pullover



Discover the fusion of eco-conscious fashion and sleek design with Revolution Now's plaited contrast color funnel neck knitted pullover, meticulously crafted from 100% certified traceable organic cotton. This urban slim-fit knit is a testament to conscious style, featuring pronounced exposed linking seams that enhance the silhouette, marrying aesthetics with eco-friendly materials. The integrated kangaroo pockets offer both convenience and a touch of casual elegance. Offered in a versatile color range, each piece is an ideal match for our signature knit blazers, creating a harmonious ensemble that stands at the intersection of responsible fashion and modern sophistication for the discerning urbanite.

OUR TEAM

Manufacturer :

Introducing the Revolution Now Team – a fusion of time-honored skill and contemporary design excellence. Our journey begins with our esteemed associate partner, a beacon of sweater manufacturing with over 80 years of experience, headquarter situated in Hong Kong and 100% owned factory situated in southern part of China. Here, our adept craftsman technicians meticulously transform yarn into fashion, overseeing the metamorphosis from initial development to the final product. The creative pulse of our operation is our designer, the owner and creative director based in the vibrant heart of New York City. This visionary leader partners seamlessly with our associated manufacturer, ensuring a cohesive and integrated process. Together, we are a vertical operation that takes pride in bringing designs to life with efficiency and artistry. Revolution Now is where the threads of tradition and innovation are interwoven to create more than just sweaters – we create statements. Join us as we knit the future of fashion, stitch by stylish stitch.

Designer :

Welcome to the designer page of our fashion lookbook, where we spotlight the incredible journey of Nicky Chow, a visionary in the world of fashion. Born in the vibrant city of Hong Kong, Nicky Chow embarked on a journey that would see him become a leading figure in the fashion industry. His educational path took him to the UK, where he not only honed his skills in painting but also developed a keen eye for aesthetic detail. This foundation set the stage for his illustrious fashion career in New York.

In New York, Nicky furthered his expertise in pattern making, a skill that would become a cornerstone of his design philosophy. His talent and dedication led him to become a qualified commercial flat knitting machine knitter, blending technical proficiency with creative vision.

Since 2009, Nicky has been the creative force behind the Revolution Now fashion brand. Under his guidance, Revolution Now has become synonymous with innovation, elegance, and a modern twist on classic styles. His unique approach to design, combining vibrant colors, sleek fits, and contemporary patterns, has revolutionized the way we view and wear fashion. We invite you to appreciate Nicky Chow's creative contributions and his evolving impact in the fashion industry.

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