Pure London — July 2024/Vol 1 — —

ATHE BANIS



IMPACTFUL BUT MINIMALISTIC

Statement Pieces that Define Your Style all Year Round THE FINEST OF BRITISH URBAN FASHION

Photography by Harry Tadpole Productions

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4 THE BANTS

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Visit

WWW.4THEBANTS.COM

to explore our latest collections

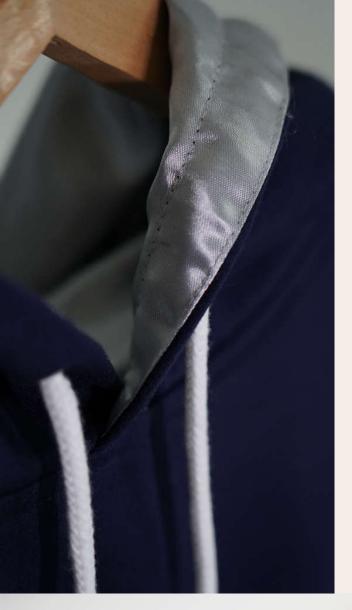


Welcome to 4 The Bants, where fashion meets fun!

As a family-run SME, we're thrilled to announce our debut at Pure London / JATC at London Olympia from July 14th to 16th, 2024. Our mission is simple yet powerful: to infuse joy and light-heartedness into every quality garment we create.

In a world where luxury fashion often leans towards seriousness, we stand as a beacon of self-expression, championing the power of laughter and playfulness.

Life is too short to not embrace moments of pure joy, and sometimes, it's all about doing it "for the bants".







All "4 The Bants" Hooded Sweaters are made to exacting standards to exude quality and functionality.

They all have silk lined hoods using our own bespoke manufacturing techniques, sharp printing, fine stitch embroidery, luxury thick polar white pull cords with silver tips and matching silver eyelets.

They maintain a luxury feel whilst at the same time being durable enough for regular use on their own or paired with your other outwear.

Wear our Hooded Sweaters for their quality and durability. Never have a bad hair day again because of our silk lined hoods.

Remember:

"4TB leaves your hair FRIZZ FREE"



CONTACTUS





For any enquiries contact us through any one of the following channels:

Website: www.4thebants.com

Primary email: james@4thebants.co.uk

Alternate email: david@4thebants.co.uk

Tel: 07736 333908

Instagram: @4thebants_clothing

Tiktok: @4thebants_clothing









On display here are our Maroon Red Series 1 Hooded Sweater,

Modelled by Megan Dingle





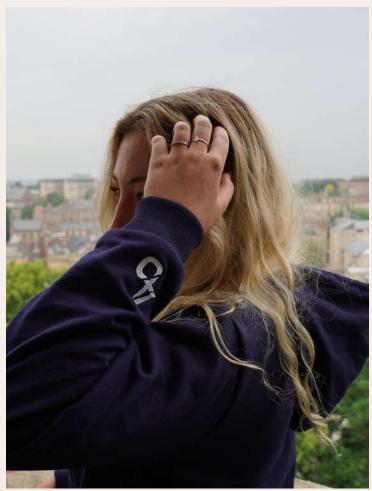


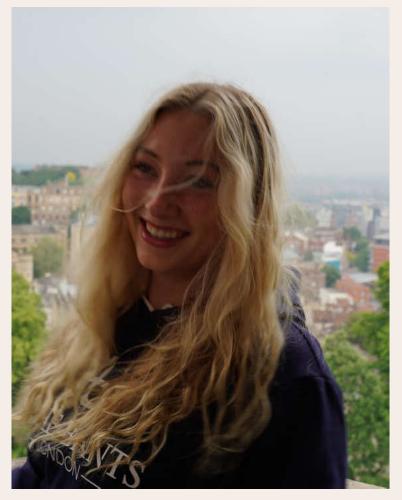


On display here are our Alpine Green Series 2 Hooded Sweater,

Modelled by Megan Dingle







On display here are our Deep Navy Blue Series 2 Hooded Sweater,

Modelled by Megan Dingle







On display here are our Maroon Red Series 1 Hooded Sweater,

Modelled by Megan Dingle





On display here are our Maroon Red Series 3 Hooded Sweater,

Modelled by Megan Dingle







On display here are our Maroon Red Series 2 Hooded Sweater and our Jet Black Series 3 Hooded Sweater.

Modelled by Karen Dong and Shenghao Yan



On display here are our Jet Black Series 3 Hooded Sweater.

Modelled by Shenghao Yan









On display here are our Maroon Red Series 2 Hooded Sweater

Modelled by Karen Dong









On display here are our Deep Nave Blue Series 1 Hooded Sweater.

Modelled by Shenghao Yan







On display here is our Candy Pink Series 2 Hooded Sweater.

Modelled by Karen Dong





On display here are our Polar White T-Shirt with Left Breast Logo and our Candy Pink Series 2 Hooded Sweater.

Modelled by Karen Dong and Shenghao Yan







On display here are our Maroon Red Series 1 Hooded Sweater and our Maroon Red Series 2 Hooded Sweater.

Modelled by Aaron De Silva and Raveena Bhogal



On display here are our Ice Blue Series 2 Hooded Sweater.

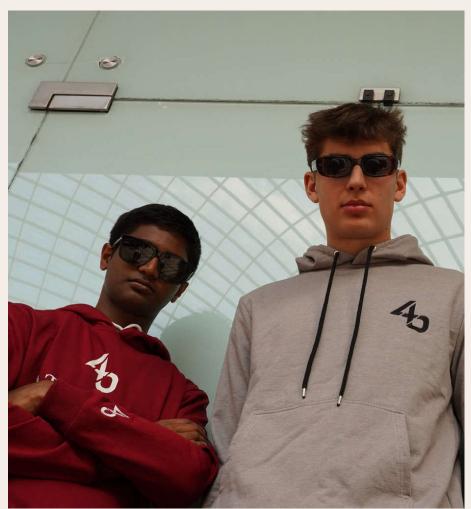
Modelled by Andrei Pankratov



On display here are our Ice Blue Series 2 Hooded Sweater and our Candy Pink Series 2 Hooded Sweater.

Modelled by Andrei Pankratov and Raveena Bhogal











On display here are our Maroon Red Series 2 hooded sweater, our Stone Grey Series 1 hooded sweater, and our Alpine Green Series 4 hooded sweater.

Modelled by Aaron De Silva , Andrei Pankratov and Lewis Rushton







On display here are our Deep Navy Blue Series 1 Hooded Sweater and our Alpine Green Series 4 Hooded Sweater.

Modelled by Raveena Bhogal and Lewis Rushton











On display here are our Deep Navy Blue Series 1 Hooded Sweater and our Maroon Red Series 2 Hooded Sweater.

Modelled by Raveena Bhogal and Aaron De Silva

















On display here are our Jet Black Series 3 Hooded Sweater, our Stone Grey Series 1 Hooded Sweater, and our Candy Pink Series 2 Hooded Sweater.

Modelled by Aaron De Silva , Andrei Pankratov and Lewis Rushton











On display here are our Ice Blue Series 1 Hooded Sweater.

Modelled by Raveena Bhogal







On display here are our Maroon Red Series 4 hooded sweater.

Modelled by Lewis Rushton



On display here are our Alpine Green Series 4 Hooded Sweater.

Modelled by Andrei Pankratov









On display here are our Maroon Red Series 2 Hooded Sweater and our Alpine Green Series 2 Hooded Sweater.

Modelled by Karen Dong and Shenghao Yan



On display here are our Maroon Red Series 2 Hooded Sweater

Modelled by Karen Dong





On display here is our Jet Black T-Shirt with Left Breast Logo.

Modelled by Karen Dong





On display here are our Ice Blue Series 1 Hooded Sweater and our Jet Black Series 3 Hooded Sweater.

Modelled by Karen Dong and Shenghao Yan







On display here is our Jet Black Series 3 Hooded Sweater.

Modelled by Shenghao Yan





On display here is our Jet Black Series 3 Hooded Sweater.

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On display here are our Ice Blue Series 2 Hooded Sweater.

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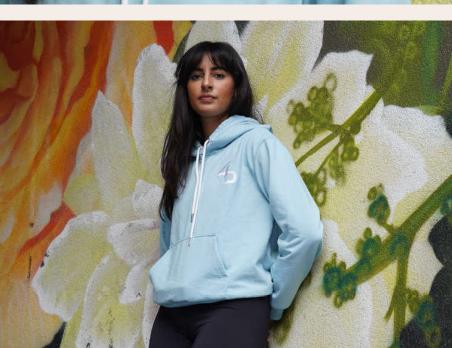


On display here are our Maroon Red Series 4 hooded sweater.

Modelled by Lewis Rushton









On display here are our Ice Blue Series 1 Hooded Sweater.

Modelled by Raveena Bhogal





































