

Noap Studio Launching this Summer Modern Apparel for Outdoorsmen

This summer will see the launch of Australia's first clothing label catering for the modern outdoorsmen. Noap Studio will be releasing a Hi Summer range featuring boardshorts, t-shirts, woven shirts, hats and accessories this coming November.

The range focuses on simple yet appealing apparel that is perfect for dressing both up and down. All apparel is hand made allowing a closer attention to detail.

The introductory range will be available in surf and clothing boutiques Australia wide as well as being available online.

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Media:

www.noapstudio.com/assets/Hi_Summer_13-lookbook_images/

www.noapstudio.com/assets/NoapStudio-HiSummer13lookbook_web.pdf

Wholesale catalogue available on request

The concept for Noap Studio was developed in 2012 when there was an evident gap in the market for modern yet simple apparel for outdoorsmen. As most ideas are, it was easier said than done, but after a year of travelling worldwide sourcing suppliers and manufacturers, the introductory range has been completed for Hi Summer 2013.

Our garments are designed and manufactured from the ground up, with a hands-on approach. All fabrics are sourced from sought after suppliers before being dyed, washed, screen printed and sewn by hand in limited quantities. Because of the hands-on approach we can overlook the quality on a higher level and produce garments that hold value.

Our products are designed for the fashion conscious outdoorsmen. All garments are perfect for either dressing up or down, whether it be a night out with friends or casual day at the beach.

Please enjoy.



Jack Searls

Founder and Creative Director