

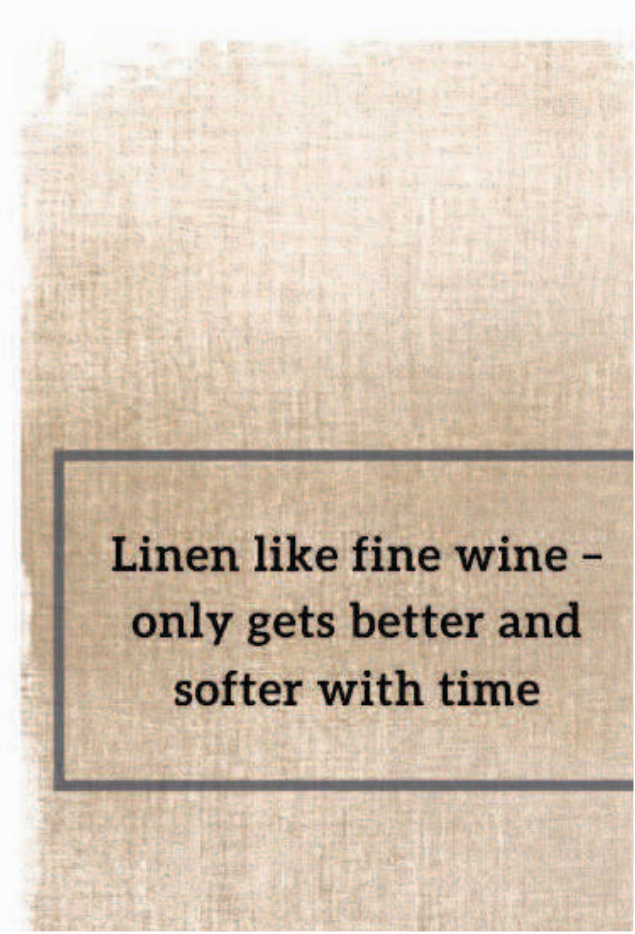


linencut
Contemporary Conscious Clothing

MENS FASHION
SPRING/SUMMER 2020

LOOKBOOK

About US



**Linen like fine wine –
only gets better and
softer with time**



Linencut; inspired by sustainable living and responsible fashion is a linen clothing brand of men's and women's wear. Cut, sewn and designed out of our homegrown studio in Ahmedabad, this brand is all about simple and versatile designs.

Our one-of-a-kind pieces are ethically made from 100 percent natural and sustainable linen combined with local artisan techniques and skills of differently abled people to encourage responsible and conscious fashion through sustainable clothing. Our garments are ideal to be worn on all occasions with designs that offer the casual as well as the corporate look, garments that makes one feel comfortable, colours that makes one feel vibrant & cheerful.

Global Trends, artisan touch and meticulous stitching is what makes our garments the most preferred amongst all. Our product line is low maintenance requiring only a gentle tumble wash and steam press and offers Dresses, Shirts, Blouses, Jackets, Stoles, Trousers, Skirts & Sarees for Women and Kurtas, Shirts, Jackets & Trousers for Men.

Rising global temperatures, make linen the most comfortable clothing since it is a breathable fabric. With the perfect blend of colour, technique, design and fit, get ready to make your life simpler yet stylish and sustainable

Our Values



Excellence in quality

We believe that unflinching commitment to quality is key to sustainable growth



Responsible fashion

We believe in conscious clothing made from 100% natural and sustainable fabrics

Contemporary conscious clothing



Bringing empowerment

We believe in giving back! Our products use local artisanal techniques and are made by differently abled people



Ethical manufacturing

We ensure humane working conditions for all our people

Why Linen?

Sustainable Fabric

Linen is made from flax plant and growing flax requires less water than cotton. There is very little waste with flax; other part of the plant, like the seeds, can be used to produce linseed oil or flax seeds for consumption.

Durability

Linen is easy to maintain, can be hand washed, machine washed or dry cleaned.

Absorbent and Breathable

Linen fabric goes damp and dry very soon, that is why the fabric warms during the cold night and cools the body during the hot midday.



We are thankful to Mr Revanta Sarabhai, renowned Indian Dancer, Choreographer, film & theatre actor for believing in us and supporting our cause of Responsible Fashion.

Location courtesy: House of MG, Heritage hotel, Ahmedabad

OUR CATEGORIES



Shirts



Kurta



Bottoms



Waist Coat

01



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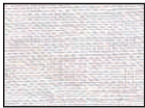
Available in sizes
S, M, L, XL, XXL



Black



Natural



White



Channel your sophistication vibe like a pro as you slip into this classic linen shirt. Team it with your best pair of jeans and those shoes you couldn't wait to wear!

Cost: Rs. 3000

Style code: LCM051



*Prices are inclusive of 12% GST
*Colours may vary in actual

02



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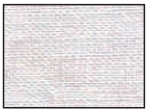
Available in sizes
S, M, L, XL, XXL



Black



Natural



White



Be it lunch with friends or just a road trip with friends, this button style shirt stands the perfect choice for you this season!

Cost: Rs. 2500

Style code: LCM052



*Prices are inclusive of 12% GST
*Colours may vary in actual

03



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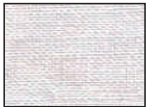
Available in sizes
S, M, L, XL, XXL



Black



Natural



White



This classic band collar shirt with pocket can be the highlight of your wardrobe and is a must-have. Head out for that lunch date now!

Cost: Rs. 2700

Style code: LCM053

*Prices are inclusive of 12% GST
*Colours may vary in actual

04



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Contemporary Conscious Clothing

Available in sizes
S, M, L, XL, XXL



Black



Natural



White



Update your new season wardrobe with this classic linen shirt. Team it up with your best jeans and shoes and you're all set to go for the perfect date!

Cost: Rs. 2500

Style code: LCM054



*Prices are inclusive of 12% GST

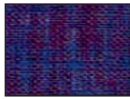
*Colours may vary in actual

05



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Available in sizes
S, M, L, XL, XXL



Violet



Columbia



Natural



White



This A-symmetrical button placket and hem is a timeless, modern piece to adopt for the new season. Pair it with your comfortable bottoms and best footwear on your next occasion!

Cost: Rs. 6200

Style code: LCM055



*Prices are inclusive of 12% GST

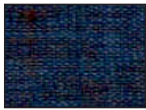
*Colours may vary in actual

06



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Available in sizes
S, M, L, XL, XXL



Blue

Brown



Have you been looking for the perfect outfit for that formal meeting wherein you keep the Indian authenticity? We've got it right here for you with this kurta and pin tucks jacket.

Kurta Style code: LCW06
Cost: Rs. 5900

Jackey Style Code: LCM057
Cost: Rs. 9500

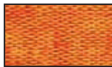
*Prices are inclusive of 12% GST
*Colours may vary in actual

07

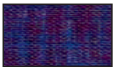


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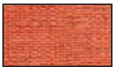
Available in sizes
S, M, L, XL



Blaze Orange



Violet



Tangerine



Black



Heather Pink



White



This Linen One Sided Pleated Kurta gives you
a perfect look for that occasion you've been
wanting to go to for so long without being over-
dressed as well as fashionable!

Cost: Rs. 6200

Style code: LCM058

*Prices are inclusive of 12% GST

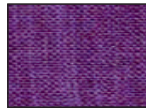
*Colours may vary in actual

08



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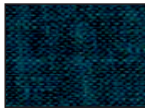
Available in sizes
S, M, L, XL



Royal Purple



Chrome Yellow



Deeptea



Mango



Channel some cool vibes with this Linen Tucks Kurta. Combine it with a pair of chunky sole casual footwear to hit the weddings in style!

Kurta Style code: LCM059
Cost: Rs. 6200

Bottom Style Code: LCM060
Cost: Rs. 3800

*Prices are inclusive of 12% GST
*Colours may vary in actual

Exploring Opportunities for Association

It would be an honor for us to associate with Influencers who believe in our concept.

Let us together promote Responsible fashion by making use of linen clothing.

Visit us on:

www.instagram.com/labellinencut

www.facebook.com/linencut

Contact us:

Anita Shah: 9825015503

Aayushi Nevatia: 9871034338