

NEW GEN



NEW GEN

MORE THAN A BRAND, A STATE OF MIND.

Born from a desire to create differently,
NEW GEN embodies a free, creative and
committed generation.

Tote bags, pouches, aprons... each piece
becomes a space for self-expression,
endlessly customisable to truly reflect who
you are.

LONG HANDLE PROMO
SHOPPER COTTON BAG

LS42B

Lightweight cotton promotional shopper bag

100% cotton - 110 gsm

Dimensions: 38x42cm. Handle length: 70cm.

Print area: 30x30cm.

**1 colour /
NATURAL**

REGEN COTTON SHOPPER

NG140

Recycled cotton tote bag

100% certified recycled cotton | 140 gsm
Dimensions: 38x42cm. Handle length: 70cm.
Print area: 30x30cm.

1 colour /
NATURAL

LARGE HANDLE BASIC SHOPPER
LS420E



6 colours /
NATURAL - NAVY - ROYAL
WHITE - RED - BLACK

Cotton bag with long handles
100% Oeko-Tex certified cotton | 140 gsm
Dimensions: 38×42 cm. Capacity: 10 litres. Handle length: 70 cm.
Print area: 30×30 cm.

COTTON LARGE HANDLE
BASIC SHOPPER

LS42L

Cotton bag with long handles

100% cotton - 140 gsm

Dimensions: 38x42 cm. Handle length: 70 cm.

Print area: 30x30cm.

1 colour /
NATURAL

GYMSAC
LS20Z



1 colour /
NATURAL

Cotton bag with drawstring fastening

100% cotton | 140 gsm

Available in 4 sizes: XS to L.

COTTON LARGE HANDLE SHOPPER

LS1500E



Cotton bag with long handles

100% Oeko-Tex certified cotton | 150 gsm

Dimensions: 38×42 cm. Handle length: 70 cm.

Print area: 30×30 cm.

1 colour /
NATURAL

RECYCLED COTTON BAG

NG120



6 colours /

NATURAL - HEATHER LIGHT GREY - BLACK
HEATHER FUCHSIA - HEATHER ATOLL - HEATHER LIME

Small recycled cotton bags

100% recycled cotton | 160 gsm

Available in 6 sizes: XXS to XL

RECYCLED TOTE BAG WITH GUSSET

NG110

Recycled cotton shopping bag with gusset

100% recycled cotton | 200 gsm

Dimensions: 38×42×10 cm. Handle length: 67 cm.

Print area: 35×29 cm.

12 colours /

BLACK - HEATHER ATOLL - HEATHER BLACK - HEATHER FUCHSIA
HEATHER LIGHT GREY - HEATHER LIME - HEATHER NAVY
HEATHER ORANGE - HEATHER RED - HEATHER ROYAL - NATURAL - WHITE

RECYCLED COTTON TOTE BAG

NG100

12 colours /

BLACK - HEATHER ATOLL - HEATHER BLACK - HEATHER FUCHSIA
HEATHER LIGHT GREY - HEATHER LIME - HEATHER NAVY
HEATHER ORANGE - HEATHER RED - HEATHER ROYAL - NATURAL - WHITE

Recycled cotton shopping bag

100% recycled cotton | 200 gsm

Dimensions: 38×42 cm. Handle length: 67 cm.

Print area: 35×29 cm.

TIMELESS PIECES DESIGNED TO EXPRESS YOUR IDENTITY EVERY DAY

THROUGH NEW GEN, WE CELEBRATE BOLDNESS, AUTHENTICITY AND THE DESIRE TO STAND OUT. MORE THAN AN ACCESSORY, EACH CREATION MAKES A STATEMENT – EXPRESSING STYLE, IDEAS AND A VISION OF THE WORLD WITH SIMPLICITY AND CHARACTER.

THIS DESIRE TO CREATE DIFFERENTLY IS ALSO REFLECTED IN OUR CHOICE OF MATERIALS, DESIGNED TO COMBINE STYLE, DURABILITY AND A MORE RESPONSIBLE IMPACT.

RECYCLED COTTON GIVES EXISTING MATERIALS A SECOND LIFE WHILE SIGNIFICANTLY REDUCING THE ENVIRONMENTAL IMPACT OF TEXTILE PRODUCTION. COMPARED WITH CONVENTIONAL COTTON, IT REQUIRES FAR LESS WATER, GENERATES FEWER CO₂ EMISSIONS AND ELIMINATES THE NEED FOR NEW CROPS OR PESTICIDES. A MORE RESPONSIBLE WAY TO PRODUCE – WITHOUT COMPROMISING ON QUALITY OR DURABILITY.

ORGANIC COTTON IS ALSO A MORE RESPONSIBLE ALTERNATIVE. GROWN WITHOUT SYNTHETIC CHEMICALS, IT HELPS PRESERVE SOIL, WATER AND BIODIVERSITY. IT SIGNIFICANTLY REDUCES THE ENVIRONMENTAL IMPACT OF COTTON CULTIVATION WHILE SUPPORTING MORE SUSTAINABLE AND RESPONSIBLE FARMING PRACTICES.

BY CHOOSING RECYCLED COTTON, WE OPT FOR A MATERIAL THAT MAKES THE MOST OF EXISTING RESOURCES WHILE REDUCING THE NEED FOR NEW ONES. A MORE CIRCULAR AND CONSCIOUS APPROACH, DESIGNED FOR EVERYDAY PRODUCTS MADE TO LAST.

ORGANIC & RECYCLED COTTON VS CONVENTIONAL COTTON: ENVIRONMENTAL IMPACT

Environmental Impact Indicators	Organic cotton	Recycled cotton
 Water consumption (irrigation)	- 91%	- 95%
 Carbon footprint (CO ₂ e)	- 46%	- 70%
 Synthetic pesticides and fertilisers	- 100%	- 100%
 Primary energy demand	- 62%	- 80%
 Land use (area)	+30%	0 New agricultural land
 Yarn tensile strength	0%	- 20% to -30%

OVERSIZED TOTE BAG
NG200



Extra-large shopping bag

60% recycled cotton/40% cotton | 280 gsm
Dimensions: 56×41×16 cm. Handle length: 67 cm.
Print area: 53×33 cm | 1 internal pocket

3 colours /
BLACK - NATURAL - NAVY

CLASSIC POUCH
NG160



3 colours /
BLACK - NATURAL - NAVY

Cotton pouch
60% recycled cotton/40% cotton | 280 gsm
Available in 3 sizes | S: 20×12 cm M: 27×17 cm L: 34×22 cm

CLASSIC HEAVY TOTE BAG

NG180

Heavyweight shopping bag

60% recycled cotton/40% cotton | 280 gsm
Dimensions: 38×42 cm. Handle length: 67 cm.
Print area: 35×29 cm.

3 colours /

BLACK - NATURAL - NAVY

GUSSET HEAVY TOTE BAG

NG190



3 colours /
BLACK - NATURAL - NAVY

Heavyweight shopping bag with gusset

60% recycled cotton/40% cotton | 280 gsm

Dimensions: 38×42×9 cm. Handle length: 70 cm.

Print area: 35×29 cm | 1 internal pocket

BARREL BAG

NG150



Weekend bag

60% recycled cotton/40% cotton | 380 gsm

Dimensions: 50×25×25 cm. Handle length: 67 cm.

Print area | Front panel: 13×12 cm | Side panel: 15×15 cm.

2 colours /
NATURAL - NAVY

GUSSET POUCH
NG170

3 colours /
BLACK - NATURAL - NAVY

Available in 3 sizes | S: 20×12×6 cm M: 29×18×9 cm L: 34×22×12 cm

Cotton pouch with gusset

60% recycled cotton/40% cotton | 380 gsm



BAGS // NEW GEN

LONG HANDLE PROMO
SHOPPER COTTON BAG
LS42B



NATURAL

REGEN COTTON
SHOPPER
NG140



NATURAL

COTTON LARGE
HANDLE BASIC SHOPPER
LS42L



NATURAL

COTTON LARGE
HANDLE SHOPPER
LS1500E



NATURAL

GYMSAC
LS20Z

AVAILABLE IN 4 SIZES



NATURAL

LONG HANDLE BASIC
SHOPPER
LS420E



BLACK



NATURAL



NAVY



RED



ROYAL



WHITE

RECYCLED
COTTON BAG
NG120

AVAILABLE IN 6 SIZES



BLACK



HEATHER
ATOLL



HEATHER
FUCHSIA



HEATHER
LIGHT GREY



HEATHER
LIME



NATURAL

RECYCLED
COTTON TOTE BAG
NG100



BLACK



HEATHER
ATOLL



HEATHER
BLACK



HEATHER
FUCHSIA



HEATHER
LIGHT GREY



HEATHER
LIME



HEATHER
NAVY



HEATHER
ORANGE



HEATHER
RED



HEATHER
ROYAL



NATURAL



WHITE

RECYCLED TOTE BAG
WITH GUSSET
NG110



BLACK



HEATHER
ATOLL



HEATHER
BLACK



HEATHER
FUCHSIA



HEATHER
LIGHT GREY



HEATHER
LIME



HEATHER
NAVY



HEATHER
ORANGE



HEATHER RED



HEATHER
ROYAL



NATURAL



WHITE

OVERSIZED
TOTE BAG
NG200



BLACK



NATURAL



NAVY

CLASSIC POUCH
NG160



BLACK



NATURAL



NAVY

CLASSIC HEAVY
TOTE BAG
NG180



BLACK



NATURAL



NAVY

GUSSET HEAVY
TOTE BAG
NG190



BLACK



NATURAL



NAVY

GUSSET POUCH
NG170



BLACK



NATURAL



NAVY

BARREL BAG
NG150



NAVY



NATURAL



NG160

LS20Z



TB100

TB202

TB204

APRONS // NEW GEN

Polycotton bib apron

One size | 65% polyester/35% cotton | 240 gsm

MAGNUM
TB100



Polycotton bib apron with pocket

One size | 65% polyester/35% cotton | 240 gsm

JÉROBOAM
TB101



100% cotton bib apron

One size | 100% cotton | 280 gsm

MATHUSALEM
TB200



100% cotton bib apron with pocket

One size | 100% cotton | 280 gsm

BALTHAZAR
TB201



Short cotton waist apron

One size | 100% cotton | 280 gsm

RISTRETO
TB202



APRONS // NEW GEN

Mid-length cotton waist apron

One size | 100% cotton | 280 gsm

EXPRESSO TB203



Short bib apron

One size | 100% cotton | 280 gsm

CAPPUCCINO TB204



Long cotton waist apron

One size | 100% cotton | 280 gsm

BARMAN TB205



Long bib apron

One size | 100% cotton | 280 gsm

RÉHOBOAM TB206



WITH NEW GEN, THE APRON BECOMES A SIGNATURE PIECE: CUSTOMISABLE, CONTEMPORARY
AND DESIGNED TO STAND OUT – READY FOR YOU TO MAKE IT YOUR OWN.

MODELS AND COLOURS SHOWN ARE INDICATIVE ONLY
AND MAY VARY.



TB203

TB201



TB206



THIS COLLECTION HAS BEEN SHOWCASED IN A
DREAMLIKE UNIVERSE CREATED WITH AI.

NEW GEN

A SELECTION OF
CUSTOMISABLE BAGS
AND APRONS

