

Transforming denim from the inside out

Denim like always. Comfort like never before.

AUTHENTIC DENIM

Naia™ Renew x Cotton

- Softness before and after washes
- Better moisture management
- Classic denim with elevated comfort

PERFORMANCE DENIM

Naia™ Renew x Polyester

- Quick dry
- Skin friendly
- Odor management

FASHION DENIM

Naia™ Renew x Lyocell

- Cottony soft
- Lightweight
- Quick dry

Denim's been around forever — and for good reason. It's tough, timeless, and never goes out of style. But let's be real — comfort hasn't always been part of the deal. Naia™ Renew is flipping that script. This fiber brings a cottony-soft, lightweight feel to the inside of denim without changing the look you love. Same classic style. Differentiated wearing experience. **Oh — and it's made with GRS-certified recycled waste material.** So you can feel good about what you're wearing, in more ways than one.

naia™
from Eastman

