

SS25



# Brandbooklet

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# THE NOON AGENCY

## About the noon

Founded in 2011 we started as a brand and sales agency clearly influenced by scandinavian brands, denim and lifestyle. If you get a little deeper in both topics, denim and scandinavia, there come two things to mind. Cowboys and midsommar. Both influenced by the legendary time around noon. Bloody denims at high noon shootouts and the scandinavian festive day when noon feels like forever and everybody is having a good time. On these legendary traditions our agency and story is based. High quality and raw denim combined with the clean and beautiful scandinavian design. That's where we come from. That's what we stand for.

Partnership. Authenticity. Experience.

As a team, we all agree: that's what The.noon is all about.

We are more than just a sales agency for you. We see ourselves as a connecting link. We form close partnerships, offer years of experience in the market and are always loyal to our customers. A brand is only as good as the team behind it. That's why TEAM is written in capital letters for us. Whether internally or externally with all our customers – we see ourselves as one big family. What unites us all: Our passion for fashion. We pursue a goal together and always remain true to ourselves. Driven by visionary thinking, creativity and a great willingness to innovate, we have grown over the years and have actively helped to shape the market in the DACH region. Whether in Munich or Düsseldorf - the most beautiful showroom in the city is always open for you.



Scann to visit our website:  
<https://th Noon.agency/>



## Hard Times, Big Investments our "Showroom Düsseldorf"

Grand Opening of Our New Showroom in Düsseldorf We are excited to announce the grand opening of our new showroom in Düsseldorf, located in the vibrant neighborhood of Unterbilk. After a long search, we have found the perfect location and are thrilled to welcome you. Unterbilk's mix of historical charm and modern flair makes it the ideal setting for our brand. Our showroom is designed to reflect our commitment to quality and style, featuring a bright, airy space with ample natural light highlighting our latest collections. We offer a diverse range of Brands, from modern and chic to traditional and elegant, with our friendly staff ready to assist you in finding the perfect pieces. Interactive elements within the showroom help you visualize how our Brands will look in your own space. Health and safety are top priorities, and our showroom adheres to all guidelines, with enhanced cleaning protocols and social distancing measures in place. Join us for our grand opening event to explore our new space, meet our team, and enjoy exclusive offers. We have also planned workshops and demonstrations to provide insights into the latest design trends. We look forward to welcoming you to our new showroom in Unterbilk and helping you create beautiful spaces.

Warm regards, The.noon Agency



# GABBA

# GABBA



Gabba is Danish for denim - well, not really, but it should be! Because Gabba is probably the oldest denim brand still in existence in Denmark - and all because of an enduring family love affair with denim that began back in 1983.

And from these beginnings, entire collections have developed that now not only include denim, but still have the denim origin deeply anchored in their hearts. A touch of denim is incorporated into every single item of clothing.

Gabba is about enjoying life together in all its facets. It's about being human and embracing our imperfections. Because we are not perfect human beings, but we are all perfectly human.





GABBA





Classic elegance, high quality and pure passion for craftsmanship.

C968 combines all of these characteristics and embodies the excellence of Italian shoemaking.

In these sneakers you can walk through life more lightly.





**C 9 6 8**

**C 9 6 8**



# THE.NIM

— STANDARD —



The Nim Standard is about high-quality denim. 100% Italian. The brand was founded in Verona in 2014. Authentic washes and special fabrics are what define The Nim. From the classic skinny jeans to the stylish bootcut to the casual wide leg, everything is included.





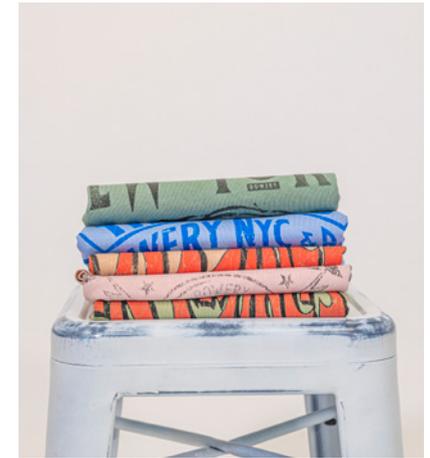
# THE.NIM

— STANDARD —



⚓ GENUINE AMERICAN ★  
**BOWERY NYC**

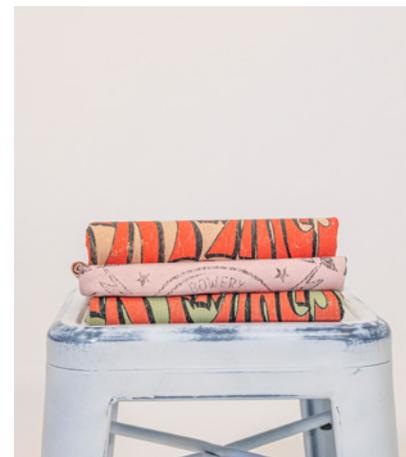
»→ SINCE 1938 ←«



Best quality, cool prints and bright colors: That's what Bowery is all about.

Claudio, the owner of the brand, gets inspired by his travels through America – that's how all the special prints are created.

The high quality collections are all made in Italy and it's 100% cotton.



⚡ GENUINE AMERICAN ★  
**BOWERY NYC**  
» → SINCE 1938 ← «



# VON JUNGFELD



Von Jungfeld loves the art of living, starting with the daily ritual of getting dressed. They inspire people to express their style through carefully selected basics. Designed for both style and function, their products are characterized by their attention to detail: high-quality materials, sustainable manufacturing practices, creative designs and meticulous craftsmanship.

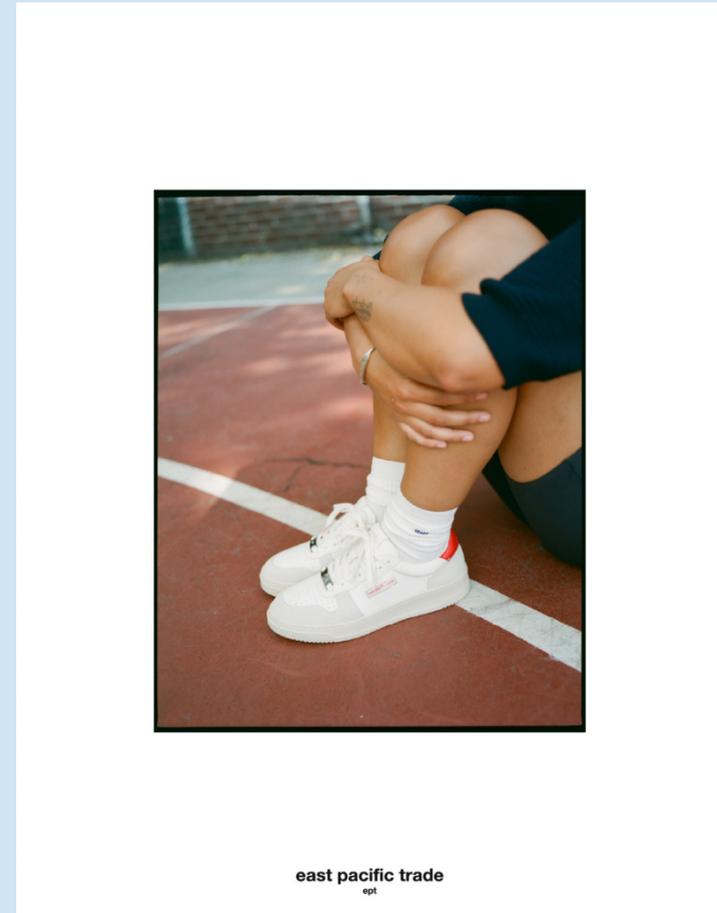




**VON JUNGFELD**

**VON JUNGFELD**





EPT stands for EAST PACIFIC TRADE. Lifestyle sneakers and skateboarding shoes is what they stand for. EPT's signature collection is experimented with the aim of re-creating the minimal with independent silhouette and cushion technique.

It aims to provide a high-quality fitting experience with more advanced cushion foam and expand the category through flexibility of collaborative projects.

EPT has started distributing select shop in Asia and the Americas, and will become a rubber shoe label platform that expresses the identity of a new generation with an archive of global markets.





ept

ept



# COATIGAN



Their journey began with a vision to go beyond the ordinary and create knitwear that seamlessly blends a poetic touch of nostalgia with a sober, understated appeal; in every stitch.

At Coatigan, we find ourselves at the intersection of Dutch design principles and Malagasy craftsmanship. The result is meticulous knitwear that embodies refined, luxurious simplicity.



# COATIGAN



# COATIGAN



C986  
GABBA  
AKAROA  
COATIGAN  
HUMANOID  
BOWERY NYC  
VON JUNGFELD  
THE NIM STANDARD  
EAST PACIFIC TRADE

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