

The Premier Issue



# R3nu

## The R3Denim Collection

### Meet R3NU

ucycle's mission is to keep products and materials in use for as long as possible. This pursuit of sustainability extends to R3NU: a limited collection featuring clothing made of recycled, repurposed and natural fibers that are designed to be functional, practical, and personal.

#### Features on:

- David Ong
- Aya Cabauatan
- Carlo Alvarez



Mens 3PWJ Original French Bleu



Mens 3PWJ Original French Bleu

Nov 2021  
Issue 01.



The Full Body Apron - Fixed Customization



The Full Body Apron

# Foreword

ucycle produces, designs,  
and reinvents clothes  
that are made to last.

With sustainability and upcycling at the core of our creative process, we believe that the lifespan of clothing can always be regenerated. Following a circular framework of fashion allows us to create and sustain value by keeping each and every piece of clothing in use.

For us, upcycling is a deeply personal pursuit. While we focus on supporting businesses to enable a larger impact, we also want upcycling to be embraced individually through the R3NU collection.

This made-to-order collection - released at most quarterly in limited quantities - is exclusively manufactured using 100% recycled fabrics. While all collection items are designed with functionality and longevity in mind, we also invite you to take on a more active role in sustainability by offering the option of incorporating your old, unused, and worn-out clothes into our pieces.

This way, your R3NU garment is not only sustainable, but also feels more personal to you.

Our premier R3NU: R3Denim capsule collection uses repurposed off-cut denim, a textile that rules our classic wardrobe staples. Inspired by the timelessness and durability of twill woven denim, this series features functional utility pieces made to suit day-to-day life at work, home or elsewhere. Each collection item is available in its original base design or for customization using your old clothing, fabrics, or trimmings that you want to rework into something new.

Hinged on both our made-to-order collections and sustainable corporate wear services is how we want to design clothes that are made to be made again.

**At ucycle, our mission is simple:  
to keep products and materials in  
use for as long as possible.**



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# Contributors



## Sonny Thakur Photographer

A photographer by nature but sometimes a lecturer, Sonny captures new people and exciting moments. "I think it shows that fashion and form don't have to be compromised even when working with restrictions," he said, on shooting the R3NU lookbook and product spread.



## Juli Suazo Editor

After 8 years of writing for publications in the Philippines, Juli moved to London to study international marketing. "I'm starting to feel that conscious and responsible decisions are starting to form the innermost part of desires," - she enthused, on writing and editing the R3NU zine. "And fashion is the part of our lives where we can see that the most."

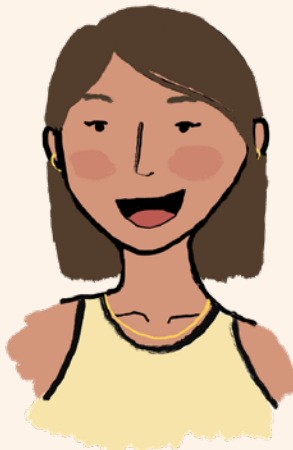


## Randolf Tiempo Catalogue Designer

Orchestrating Integrated Marketing Creatives at Resorts World Manila, Randy believes there is no such thing as an original idea but only repurposed ones. "Your creativity is measured on how well you can recycle an idea," he said. "That's why sustainability plays a big part in my life as an adman."

## Jessie Gonzalez Illustrator

While Jessie spends her 9-5 as a retail data analyst, spending more time at home has pushed her towards investing more time in her hobby of drawing. "Working in retail, we always look for new ways to contribute to society, the way we support people's day-to-day lives," she said, adding: "And a very big part of contributing to society is preventing any waste."



## Javier Pimentel Photographer

Multi-creative Javier mostly splits his time between music and photography. "Like ucycle, I look for long lost sounds and records that can be repurposed into a new body of work." he said, describing his method for making music. "Capturing the casual and spontaneous moments of Ucycle brings back good memories."



## Gian Caedo Zine Designer

An illustrator and artist by nature, Gian believes he carries a responsibility in his craft. "That's [where] sustainability comes in graphic design," he shared. "Planning designs to be efficient and intuitive in what it sets out to do, while also making it look visually appealing."



## Carmela Fortuna Managing Director

Having worked and trained in the high street fashion industry both in Manila and in Tokyo, Carmela decided to redesign a fashion business model purpose-built for the future. "It's about putting style and design first. And by creating clothes that people will be visually drawn to, sustainability can be seamlessly and naturally integrated," - on producing and developing the R3NU collection.

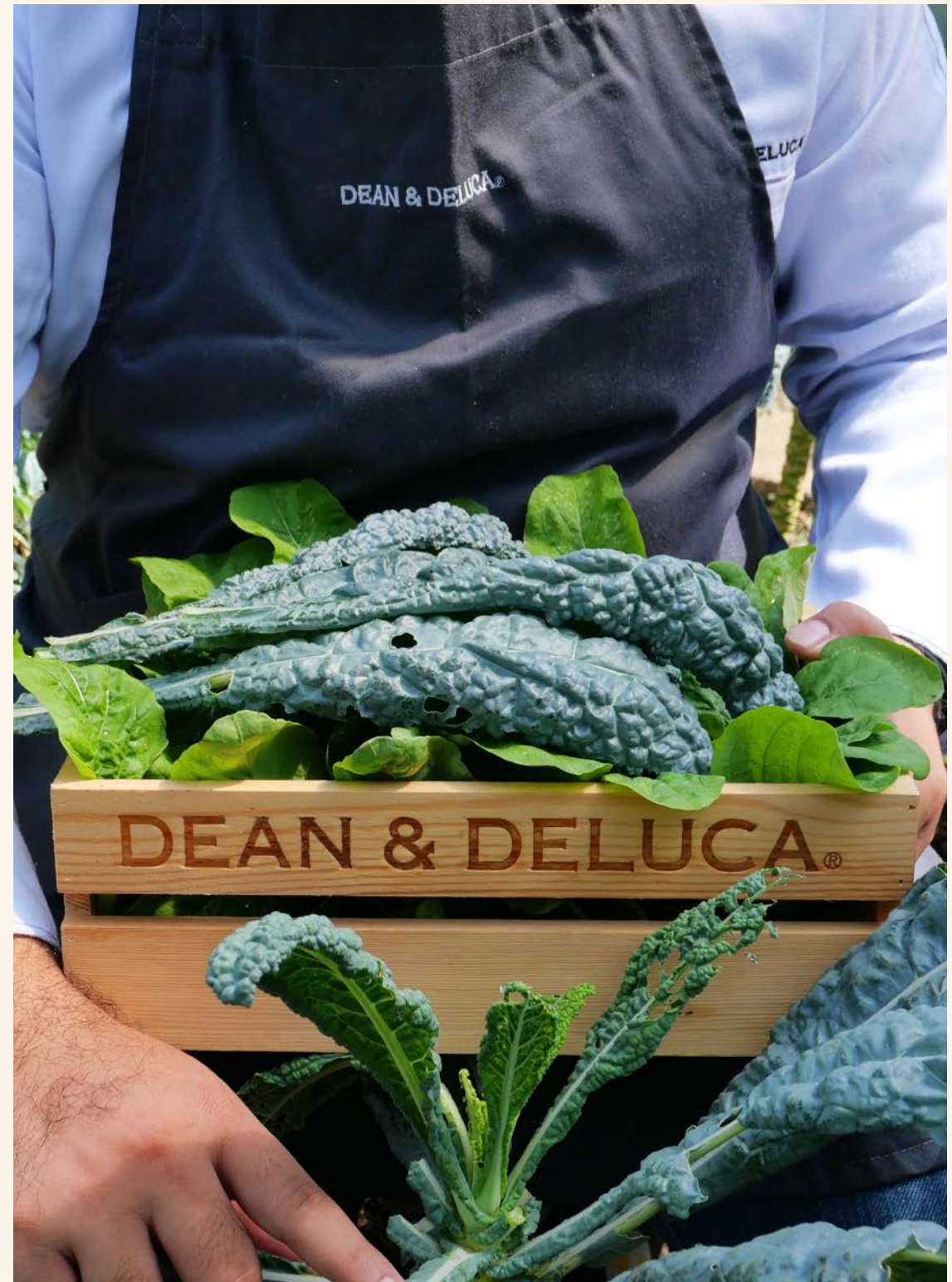


## Dean & DeLuca Site

Committed to ethical farm-to-table service, Dean & DeLuca grows their own vegetables. Their herbs, greens, and produce - harvested both from their own farm and by partner farming communities - are served in every Dean & DeLuca plate at their restaurant. "Offering healthy, safe, and ethically sourced [choices] extends beyond our stores," - on their role in sustainability in the Philippines.

## Tati Fortuna President

After a decade in the corporate wear industry, Tati became drawn to the idea of extending the clothing life cycle. "For anything to become sustainable, it has to be something people will want to support," she shared, on setting up ucycle. "That's why design is so important - that's where it all starts."



# 01 R3Denim



Mens 3PWJ Original French Bleu



Mens 3PWJ Kojima - All Out Customization



The Full Body Apron



The Full Body Apron - Fixed Customization

## Introduction

Introducing the R3Denim: 21AW capsule collection — featuring repurposed & upcycled off-cut denim fabric, translated into classic silhouettes with a contemporary flare and added functionality.

# Functionality



The Full Body Apron - Fixed Customization & The Full Body Apron

The collection highlights multi-use pieces designed to be worn in more ways than one.

# Character



Mens 3PWJ Original Kojima & Mens 3PWJ Original French Bleu

Each collection item leaves space for its user to experiment, style, and make their own.

# Durability

Using denim - a timeless and durable textile - creates pieces for your wardrobe that are made to last.



Mens 3PWJ Original French Bleu

## R3Denim for travel:

Take your 3P Work Jacket and Ultimate Utility Carry for maximum comfort in your journeys.



The Ultimate Utility Carry - Travel

# Style and Design

The distinct designs demonstrate a contemporary interpretation of genderless workwear through a synergy of elements belonging to menswear and womenswear.



Womens 3PWJ Original Kojima

## R3Denim for errands:

Bring your day-to-day necessities in your Ultimate Utility Carry and get around the city in comfort with your 3P Work Jacket



The Ultimate Utility Carry - Grocery

# Versatility

The R3Denim pieces were built to be seasonless and comfortable. Hinged on an effortless mix-and-match approach to day-to-day wear, each collection piece offers conscious versatility.



Mens 3PWJ Original Kojima

## R3Denim for health and leisure:

Sport the 3P Work Jacket before and after the gym while carrying all your post-workout essentials.



The Ultimate Utility Carry - Gym

# Their incorporation in day-to-day life

Centered on utility and functionality, the collection is purpose-built to suit your day-to-day life. The R3Denim pieces feature pockets, adjustable straps, and built-in pouches for easy workaday wear.



Mens 3PWJ Original French Bleu

## R3Denim for work:

Everything you need for your 9-5 with your Ultimate Utility Carry and 3P Work Jacket.



The Ultimate Utility Carry - Work

# R3Denim Item Catalog

## The Full Body Apron

*Available in free size*

A unisex apron made using repurposed off-cut denim designed for the kitchen, behind the bar, or elsewhere.

Featuring a three-section chest pocket, two-gusset hip pouches, and button-adjustable shoulder straps, the twill woven denim apron is made to be worn in two ways: cross-strap wear and parallel-strap wear.



The Full  
Body Apron

Customers have the option to purchase the original base design as is or choose to personalize and customize the item by allowing ucycle to incorporate the customer's old & unused clothing, fabrics, textiles, and trimmings into its design.



The Ultimate  
Utility Carry

## The Ultimate Utility Carry

*Available in one size*

A carry-all bag made using repurposed off-cut denim designed for men and women to use both indoors and outdoors.

For maximum storage and capacity, the multipurpose bag features six-snap secured pouches and removable bottom base made of fabric-lined recycled tarpaulin to carry small and large day-to-day necessities. Expandable through two-side snaps and secured by durable handles.

*\*All product finishings and fabric nuances are distinctive to the textiles available*

*\*All items are designed and made in Manila*

## The 3P Work Jacket

*Available in both mens and womens edition*

A workwear jacket made using repurposed off-cut denim inspired by the shapes and silhouettes of the French chore jacket and the American railroad jacket.



Womens 3PWJ  
Original French Bleu



Womens 3PWJ  
Original Kojima

For maximum functionality, it features a three-patch pocket design, single breast pocket, and dual hip pockets. Designed to be a classic outerwear staple with a relaxed fit: twill woven denim fabric accented with contrast stitching, extended collar, and open 5-patinated metal button closure.



# R3NU Features

A selection of special interviews with **ucycle friends** -- people in hospitality, food, publishing, and the arts -- on how conscious decisions play into their work.



## David Ong

**Co-founder**  
*EDSA Beverage Design Group, OTO, and The Curator*

At the helm of Manila's premier beverage brands, David takes lead in both developing concoctions and managing day-to-day bar operations.

If he can't work with farmers directly, he practices sustainability in his craft by seeking partners with viable carbon footprints and fair wage policies. He also sets a strict reduce-reuse-recycle system for all his establishments and branches when it comes to purchasing ingredients, concocting drinks, and disposing waste.

Always on the lookout for workwear that is comfortable and functional, David believes aprons require durability and practicality to allow people in the service industry like himself to be fully ready to serve.

"As much as I like to declutter, there have been pieces that I have held on to because of how it means to me," said David, "[But] now there's ucycle that can bring new meaning [to] them."

David's custom full body apron is lined with details from an old apron reminiscent of his guest shifts around the world, a polo barong from his late grandfather, and Japan Collect selvedge denim scraps.



# Aya Cabauatan

## Photographer

Mindful of electronic waste, photographer Aya puts sustainability at the center of her craft. "Because camera equipment can become obsolete in around five years, I prioritize the essential tools that can last long."

When she does find the need to upgrade her equipment, Aya repurposes what she has or finds a new home for them. Using hand-me-down film cameras has also become an essential part of her creative process in capturing people, moments, and objects.

"I never thought of upcycling my clothes the way ucycle does," said Aya. "It's amazing how they can incorporate old worn-out garments into something of greater value."



Aya's custom 3P Work Jacket is adorned with fragments of her high-school self: orange corduroy culottes, tattered pillowcase, and a worn-out summer top.



# Carlo Alvarez

## Restaurateur WagyuStudio

Having founded WagyuStudio Manila, Carlo is behind the restaurant's business strategy, quality control, and public relations.

"In my restaurant, we don't waste anything," said Carlo. "Excess fat, we turn into oil for cooking [and] trimmings, we turn into patties or sell raw."

The role of fashion in hospitality is transforming. The trilateral need for workwear to be stylish, useful, and representative of a brand is growing. And for Carlo, this translated to a multi-use bag that transports his necessities from one place to another.

"I learned that with all my old apparel that I don't use anymore for reasons such as trends, worn out, torn, or just not [my] style anymore can be remade into something [I] really like again," shared Carlo.



Carlo's custom utility bag features understated details from an old pair of denim trousers incorporated to the outside and inner pockets, handles, and tie-closure.



# What We Do

When it comes to  
sustainability, we focus  
on the bigger picture.

- 01 In collaboration with businesses in various industries - from hospitality and integrated resorts to retail to fitness - we have created ways for brands to reduce waste and upcycle existing products and materials.
- 02 Education is part of the process. Showing people the infinite possibilities in keeping items in use leads to more sustainable ways of living.
- 03 Largely focusing on helping businesses and corporations turn to more responsible solutions in fashion allows us to influence not only people as decision makers behind a company, but also people as conscious consumers in their day-to-day life.

# The future of hospitality is circularity

One of the ways we kept circularity at the center of a brand is by incorporating it into their tablescape. Using old and offcut fabric from Tesoro's, we designed upcycled coasters, table placements, and wine sleeves for **Casa Buenas Restaurant**. And to preserve uniformity, we also produced new attires for their service staff.



Casa Buenas Bolero



Casa Buenas Placemat



Casa Buenas Placemat



Casa Buenas Bolero

Housekeeping is a critical part of running a hotel. And with the massive amount of bed sheets and pillowcases being used, changed, and thrown out on a frequent basis, waste becomes a problem. For **Hilton Manila and Sheraton Manila**, we repurposed their old bedroom fabrics into one-of-a-kind pajamas and pouches which are gifted to their suite guests.



Hilton & Sheraton Upcycled Pajama Tops



Hilton & Sheraton Upcycled Pajama Bottoms



Masu Tshirt



Masu Apron

We also help some establishments take the first step towards sustainability. For **Masu Sushi and Sake Bar**, it starts with their team. Using 100% certified organic cotton jersey following the global organic textile standards with PETA-approved vegan certifications, we designed logo-embedded t-shirts, multi-functional and durable logo-embroidered deadstock denim aprons for their service and kitchen team.

# Setting sustainable goals in fitness

Old and used ropes are regularly disposed of by **Climb Central Manila** - an indoor sport climbing center in Mandaluyong. Being in an industry grounded on health and wellness, Climb Central Manila was in search of similar life-prolonging practices for their material waste. Instead of discarding tattered ropes, we turned them into bags and pouches which can be used by climbers to carry their chalk during climbing.



Climb Central Manila  
Chalk Bags



ILOVEEARTH  
Gadget Clutch

## Recycled and upcycled materials

In collaboration with **Resorts World Manila**, we created an extension of our R3NU R3Denim line featuring exclusive bags and carriers. The limited collection includes gadget clutches, totes, shoulder bags, lunch bags, iPad and tablet sleeves, among others which will be sold only at The Exclusive Stores located at the Garden Wing starting November 2021.



ILOVEEARTH  
Lunch Tote



ILOVEEARTH  
Casual Work Tote



ILOVEEARTH  
Lite Sleeve



ILOVEEARTH  
Knot Bag

# RPET Masks & Jackets

Keeping in mind the sizable scale operations of most big corporations, we recognize that change does not happen overnight. But the best place to start is in the small details. As we continue to accommodate corporate orders, we've started including **recycled and upcycled fabrics and textiles** for them to choose from.



ILOVEEARTH RPET  
Black Jacket



ILOVEEARTH RPET  
Red Jacket



RPET Face Masks

Made to be a new wardrobe staple, our RPET (Recycled Polyester/PET Bottles) masks are resistant to water, shrinkage, and tears. These protective masks are made of premium recycled textiles and fabrics using ecological and pioneering technology following the European Standard.



# r3nu

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