



Design | **N**ature | **A**pplication

“ Experience the harmonious blend of Design, Nature, and Application in everything you create. It's not just leather. It's a reflection of who you are. ”



DESIGN

NATURE

APPLICATION



FW25

COLLECTION

PrimeAsia Leather



Our supply chain is a story of people and circularity. An origin story that connects families, land, and industry into a never-ending daisy chain. Creating traditions and legacies to carry on for all generations that come after. At the intersection of new and old is taking care of what's important and valuing the longevity of the things that connect us.

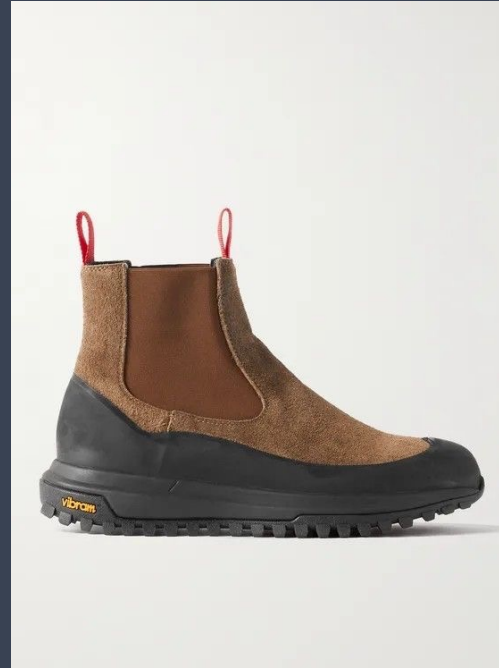
What is at the core of who we are? The answer is in our heart and soul, the connection to our roots, and the building blocks of our creations. It's in our DNA. It knows where we come from and charts a course for our future. From origin story, to iconic, to a legacy that lives on. It all starts with a harmonious blend of Design, Nature, and Application. It's not just leather. It's a reflection of who we are. It's what we're made of.

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Craft with design, nature, and purpose;
your creations mirror your essence.



Design | Nature | Application

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Categories to look for

Responsibly Sourced



Waterproof



Elevated Classics



Outdoor



Purist Utility



Everyday Comfort



Design

Each article is a testament to our relentless pursuit of beauty. Combining artisanal innovation with tradition. Crafting leather that defines elegance and style.



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Winterbuck W/P

Gorgeous natural texture, waterproof for all day durability, with delicate softness.

Weight Range: 1.2-1.4mm to 1.6-1.8mm

Temper: 3.5 - 4.5

Oil Content: <12% EST.

Leather Type: Nubuck



Trends #everydaycomfort #elevatedclassics #responsiblysourced #waterproof

Design



Adobe

Red Ochre

Grape Leaf

Cappuccino

Timber Wolf

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Trends #everydaycomfort #elevatedclassics #responsiblysourced #waterproof

Design

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Nature

Sourced from Earth's bounty, our leather honors nature's wisdom. The journey from farm to foot showcases our commitment to sustainability, ensuring your style is as eco-conscious as it is sophisticated.



Trends #outdoor #waterproof #responsiblysourced #waterproof

Nature

Stoked Nappa W/P

Unique to sport and style, with the elevated comfort a nappa leather can provide. Updated with our durable and long-lasting Life-Shield waterproof technology.

Weight Range: 1.2-1.4mm to 1.4-1.6mm

Temper: 3.0 - 4.0

Oil Content: <12% EST.

Leather Type: FG





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Trends #outdoor #waterproof #responsiblysourced #waterproof

Nature

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Application

Our leather adapts effortlessly to your construction and versatility, making every shoe an opportunity to showcase your brand's unique point of view.



Trends #puristutility #elevatedclassics #everydaycomfort #responsiblysourced

Application

Marathon

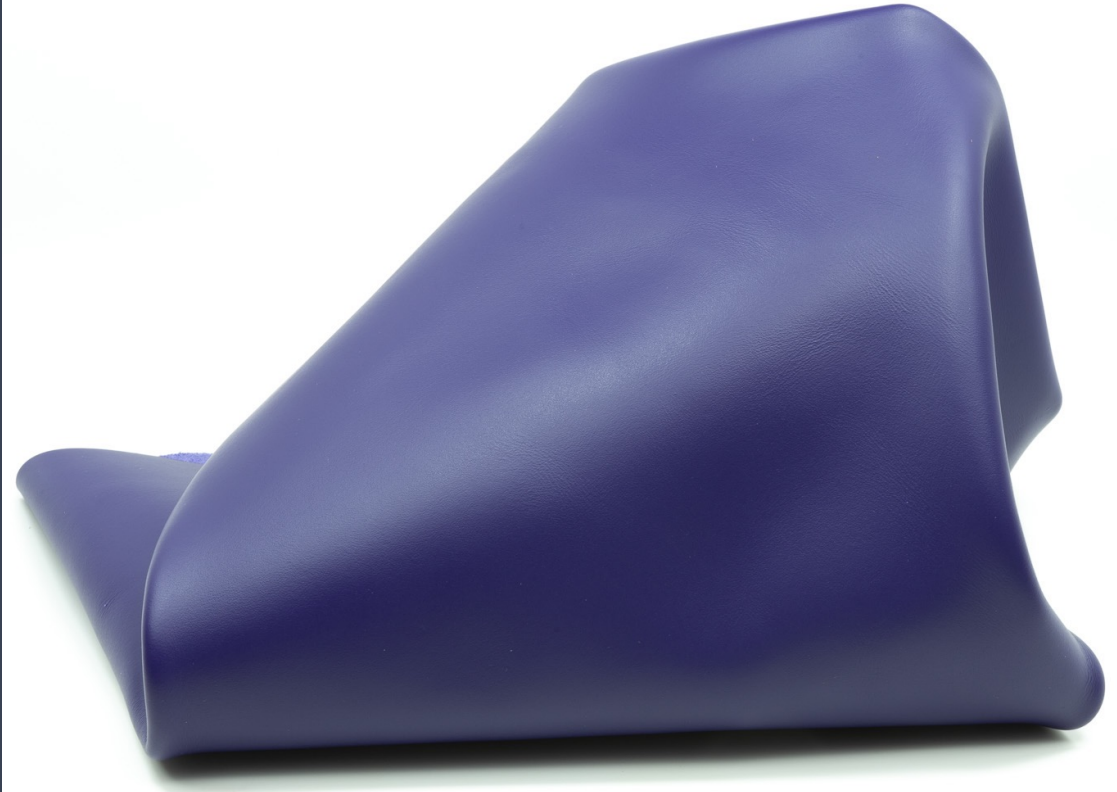
A new core athletic leather ready for the big time. Soft for comfort, smooth for a beautiful finish. For any sport, any time.

Weight Range: 1.0-1.2mm to 1.4-1.6mm

Temper: 3.0 - 4.0

Oil Content: <12% EST.

Leather Type: FG





Timber Wolf

Red Ochre

Cappuccino

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Trends #puristutility #elevatedclassics #everydaycomfort #responsiblysourced

Application

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Driver W/P

A stylized textured nubuck with waterproof durability. That's the best of both worlds. Burnishable to add a little something extra. Nature reimagined.

Weight Range: 1.2-1.4mm to 1.4-1.6mm

Temper: 3.5 - 5.0

Oil Content: <12% EST.

Leather Type: Nubuck



Trends #outdoor #waterproof #responsiblysourced

Application



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Trends #outdoor #waterproof #responsiblysourced

Application

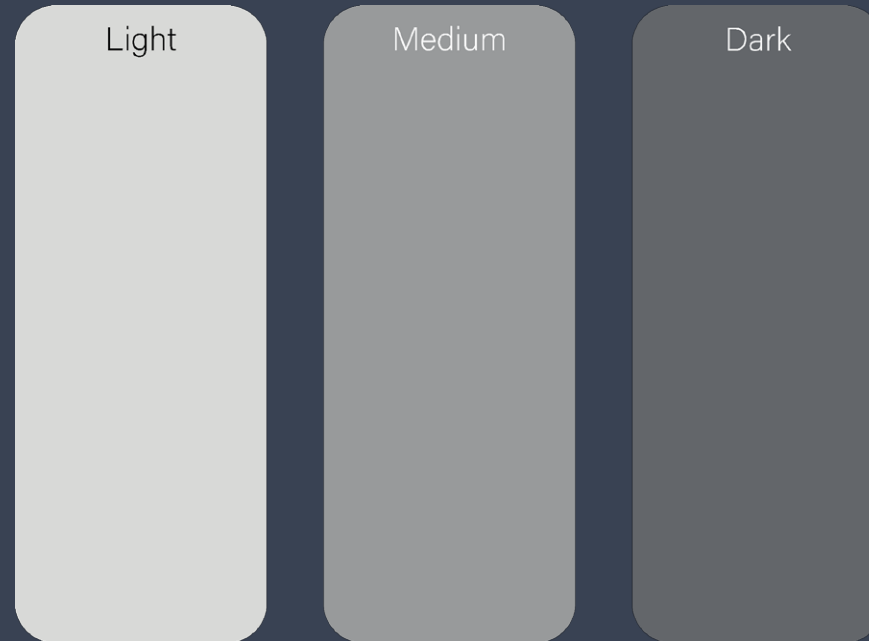
FW25 Color Story



Trends #earthtones #longevity #classic #crossover

Design | Nature | Application

COLOR SCALE RISK GUIDE



PrimeAsia's Color Scale Risk Guide indicates how PrimeAsia defines light, medium and dark colors. This tool can be used to assess how colors in aniline and nubuck leathers will generally perform in relation to cracking and colorfastness.

Light Colors - Low-Risk
Medium Colors - Medium-Risk
Dark Colors - High-Risk



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