センサイ
CENSAI

コンセプト
CONCEPT

CENSAI™, pronounced "sen-sEYE," is a Japanese word that translates into "attention to detail." We are meticulous in our approach to modernizing the apparel industry.

Conscious of the responsibility we all play in one of the largest polluting industries in the world, we aim to reshape the future of how our clothing is produced and consumed. We've considered the subtleties in design, manufacturing, and sustainability and offer something revolutionary.

CENSAI™ is a technology-infused garment manufacturing solution cultivated from the need to preserve our planet. Our products and unique process embody the innovation necessary to inspire change.

JOIN US AS WE MOVE FORWARD.

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This is not denim.
This is not a garment wash.
This is **better**.

CENSAI™ products are created with the most sustainable technologies available to the apparel industry. Our garments are not dyed in a traditional method, rather color is added in the exact desired areas in the exact desired amounts. We eliminate the traditional (and wasteful) subtractive processes: no indigo dyeing, no garment washing, no chemical treatments, no hand-sanding.

Our fabrics are developed with recycled polyester and have superior properties with low impact on our environment. With excellent breathability, moisture wicking and comfortable stretch qualities, our garments move and perform like activewear.

WOMEN'S BOYFRIEND FIT JEAN

Double Weave Bi-Stretch Twill
95% Recycled Polyester
5% PU

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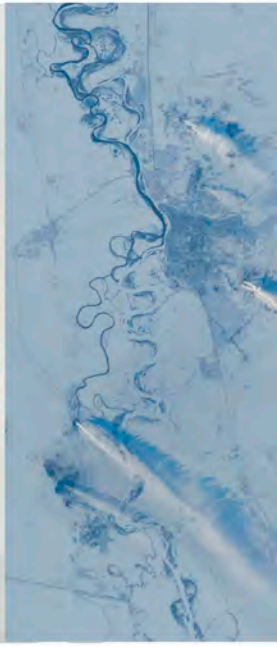
MEN'S SLIM FIT JEAN

D\024_

Way Stretch Lightweight Woven
86% Recycled Polyester
14% PU



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WOMEN'S SKINNY FIT JEAN

DV018_

Double Weave Bi-Stretch Twill
95% Recycled Polyester
5% PU

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MEN'S RELAXED FIT JEAN

Two-Way Stretch Lightweight Woven
86% Recycled Polyester
14% PU

D\002_

センサイ
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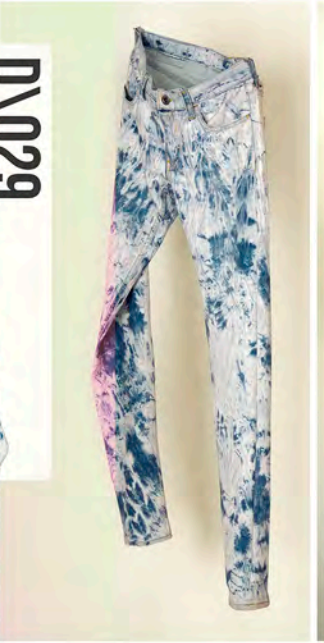
WOMEN'S SKINNY FIT JEAN

Double Weave Bi-Stretch Twill
95% Recycled Polyester
5% PU

DV029_



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WOMEN'S TRUCKER JACKET

D\021

Two-Way Stretch Lightweight Woven
86% Recycled Polyester
14% PU

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CENSAI

MEN'S RELAXED FIT JEAN

D\026_

Two-Way Stretch Lightweight Woven
86% Recycled Polyester
14% PU

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WOMEN'S BOYFRIEND FIT JEAN

DV031_

Double Weave Bi-Stretch Twill
95% Recycled Polyester
5% PU

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WOMEN'S V NECK TOP

W\006_

Ripstop Taffeta
90% Recycled Polyester
10% PU

センサイ
CENSAI

MEN'S SKINNY FIT JEAN

D\022_

Double Weave Bi-Stretch Twill
95% Recycled Polyester
5% PU

センサイ
CENSAI

WOMEN'S BOYFRIEND FIT JEAN

Two-Way Stretch Lightweight Woven
86% Recycled Polyester
14% PU

DV001_

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CENSAI
OUR ALLURE TO WASTEFUL DENIM AND GARMENT WASHING IS DATED.
LET'S HONOR THE AESTHETIC AND PRESERVE OUR PLANET.

WOMEN'S BOYFRIEND FIT JEAN

D\027_

Two-Way Stretch Lightweight Woven
86% Recycled Polyester
14% PU

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MEN'S TRACK JACKET

Two-Way Stretch Lightweight Woven
86% Recycled Polyester
14% PU

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WOMEN'S BOYFRIEND FIT JEAN

DV028_

Double Weave Bi-Stretch Twill
95% Recycled Polyester
5% PU

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NO INDIGO DYES

Indigo dyeing is inefficient,requires toxic chemicals, and produces harmful wastewater.

CENSAI™ uses our patented AirDye™ process that forms localized dye baths directly on the fabric, permanently bonding the color to the fiber by air - not by chemicals or water.

Our technology adds the exact amount of dye in the exact intended location on the fabric, removing the need to wash down garments for desired characteristics.

NO GARMENT WASHING

Garment washing furthers our environmental impact- involving more chemicals, more water, and more energy. This subtractive process removes dyes and fibers to create garment effects, generating even more waste.

Our additive process eliminates garment washing, hand sanding, or any chemical destructive steps.

CENSAI™ utilizes our proprietary design technology to create washed down effects while providing new, endless coloration possibilities that traditional dyeing methods cannot produce.

RECYCLED MATERIALS

CENSAI™ is relentless in minimizing our contribution to waste in the environment. We developed a superior quality fabric made from post-consumer plastic waste that is performance driven with moisture wicking properties, breathability, and a supple hand.

CENSAI™ also sources sustainable and deadstock trims.

By using recycled materials, we reduce the extraction of crude oil and reduce waste in landfills and our oceans.

SUSTAINABLE MANUFACTURING

CENSAI™ dramatically reduces waste. Our AirDye™ coloration technology uses 95% less water, 86% less energy, and 84% less greenhouse gases compared to traditional dyeing methods. On a single garment, the water savings alone can be as much as 170 liters.

By incorporating recycled polyester fabric, CENSAI™ uses 59% less energy and 46% less CO_2 emissions compared to virgin polyester.

We work with manufacturing partners who convert production waste into pellets that are used to provide energy to the facilities.

PARKA JACKET

Heavy Taffeta
100% Recycled Polyester

W\008_

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MEN'S RELAXED FIT JEAN

Two-Way Stretch Lightweight Woven
86% Recycled Polyester
14% PU

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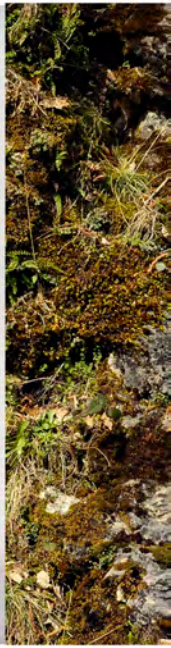
2-WAY ZIP-OFF JACKET

W\009_

Ripstop Taffeta
90% Recycled Polyester
10% PU



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MEN'S BUTTON DOWN SHIRT

Ripstop Taffeta
90% Recycled Polyester
10% PU

WV010_

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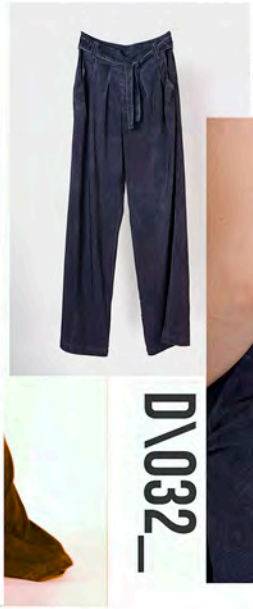
WOMEN'S WIDE LEG PANT



DV032_

Two-Way Stretch Lightweight Woven
86% Recycled Polyester
14% PU

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MEN'S TRUCKER JACKET

Scuba Knit
94% Recycled Polyester
6% PU

DV009_

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MEN'S SKINNY FIT JEAN

Double Weave Bi-Stretch Twill
95% Recycled Polyester
5% PU

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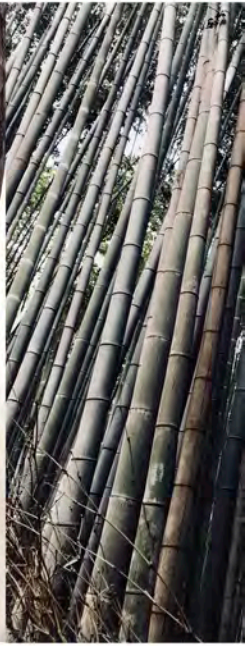
CENSAI

WOMEN'S SKINNY FIT JEAN

Circular Knit
90% Recycled Polyester
10% PU

L\003V_



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MEN'S SLIM FIT JEAN

DV030_

Double Weave Bi-Stretch Twill
95% Recycled Polyester
5% PU

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プロセス
PROCESS

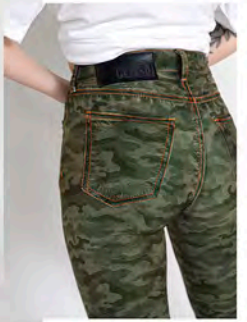
Transforming how clothing is designed, made and consumed, CENSAI™'s process encourages a more insightful way of manufacturing. CENSAI™ retains the beautiful parts of garment washing while eliminating the destructive ones.

We combined our patented AirDye™ Technology, our patent-pending Color Management Software, and our proprietary Design Technology to deliver an elevated and meaningful product. Our garments are not dyed in a traditional method, rather color is added in the exact desired areas in the exact desired amounts. We eliminate the traditional (and wasteful) subtractive processes: no indigo dyeing, no garment washing, no chemical treatments, no hand-sanding.

MEN'S SKINNY FIT JEAN

L\003C_

Double Weave Bi-Stretch Twill
95% Recycled Polyester
5% PU



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CENSAI

MEN'S SLIM FIT JEAN

Double Weave Bi-Stretch Twill
95% Recycled Polyester
5% PU

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CENSAI

HIGH NECK SWEATSHIRT

W\011_

Scuba Knit
94% Recycled Polyester
6% PU

センサイ
CENSAI

WOMEN'S LEGGINGS

Circular Knit
90% Recycled Polyester
10% PU

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CENSAI

MEN'S SLIM FIT JEAN

Double Weave Bi-Stretch Twill
95% Recycled Polyester
5% PU

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CENSAI

WOMEN'S TRACK JACKET

Two-Way Stretch Lightweight Woven
86% Recycled Polyester
14% PU

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MEN'S SLIM FIT JEAN

Double Weave Bi-Stretch Twill
95% Recycled Polyester
5% PU

センサイ
CENSAI

MEN'S RELAXED FIT JEAN

Double Weave Bi-Stretch Twill
95% Recycled Polyester
5% PU

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From private labeling to fully custom product manufacturing, our commercial process is designed to be implemented effortlessly.

Our first step is getting to know each other better! Collaborative ideation sessions are the induction of new ideas and visual direction.

LET'S MEET!

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