



No•Mi•No•U

ATHLEISURE

BUTTERFLY TEAL LEGGINGS

No·Mi·No·U is a fresh and innovative eco-friendly athleisure brand made in Canada. The label is known for its distinctive patterns, which feature adaptations of original artwork created either by the late mother of No·Mi·No·U's founder, Jullianna, or by international artists that collaborate with No·Mi·No·U. The company aims to highlight global cultures and support emerging artists by providing exposure, recognition and appropriate financial compensation.

No·Mi·No·U garments are printed and manufactured entirely in Canada. When establishing the brand, Jullianna's intention was to create a line of "wearable art" – clothing that is both functional and highly fashionable. No·Mi·No·U is a fusion of the name of Jullianna's mother, Naomi, and the phrase "No Me, No You" – a deliberate statement of the belief that we are all one in the universe.

No·Mi·No·U focuses on environmentally-friendly fabric and materials. Each pair of No·Mi·No·U pants removes approximately 7 plastic water bottles from the environment.

No·Mi·No·U started as a personal journey of self-awareness, but has evolved into a collaborative endeavour that celebrates individuality and acceptance of one's origin.



*Naomi's
self portrait*

Original Art for Original Women





INTELLIGENCE CAPRIS

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JULLIANNA Founder, Creative Director

Sometimes from the deepest pain comes the greatest beauty.

Throughout her life, Jullianna Charlton felt blessed to be surrounded by a community of creative people and positive energy. Away from the pressures of conforming to mainstream society, she had nature to keep her grounded. "I feel that my bliss, the foundation of my being, was placed there in my soul with care by my mother and her unorthodox ways."



It was after her mother Naomi's passing, that Jullianna found sheets of expressive and colourful artworks hidden within the drawers of her mother's home. She believed that the bond the two shared in life would continue through the images and she began to broaden her creative outlet and transitioned from designing interiors to creating fashion. The treasure trove of drawings, paintings, and sketches, proved to be a life-changing catalyst for Jullianna who took the imagery and created her brand No·Mi·No·U.

"To become the person you strive to be you must first accept the true person you are and from where you originate."

~ Jullianna





This line of athleisure wear blends Jullianna's love of mind-centering yoga, flair for fashion and her mother's artistic vision. Created locally in Vancouver, Canada, this fresh and innovative eco-friendly collection consists of leggings, capris, shorts, hoodies and tanks, along with both infinity and blanket scarves.

No·Mi·No·U is more than beautiful garments; it is a philosophy of unity and celebration of art and culture from around the world. Artists from a number of cultures, including those of indigenous First Nations, Asian, European and Indian ancestry, have joined the No·Mi·No·U family in collaboration. These artists proudly share their art through No·Mi·No·U and warmly welcome the celebration of diversity.

This lifestyle brand embodies a unique west coast spirit, and captures a zest for originality, openness, strength, and purpose, bridging the gap between cultures in the form of wearable art.

"NoMiNoU is a gift ever giving.
The art came through my mother,
The creation came through me,
The inspiration comes from you."

~ Jullianna

OUR COLLECTIONS



STEPH LEGGINGS

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EAGLE YIN YANG LEGGINGS

The Spirit Collection

Canada's indigenous people believe in the interconnectivity of all things. The mind, the body, the spirit and the earth are intertwined with each other and with all life. These beliefs mirror those found in the ancient practice of yoga, which suggest that we are connected to Mother Nature and to all of humankind. The Spirit Collection marries these two cultures in order to create a line of distinctly Canadian athletic apparel.



WOLF MIRRORED LEGGINGS

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The Karma Collection

Our brand, NoMiNoU, means that there is no ME and there is no YOU – we are all one. The Karma Collection reflects our belief that the world, and all of us who inhabit it, are connected in ways we cannot even imagine.

We hope this collection inspires you to consider how deeply linked you are to the planet, the people and the universe as a whole.



The Admiration Collection

Nature is not rushed. It flows with no agenda or hurry, yet it creates so much beauty and peace. The designs of the Admiration Collection embody the beauty found in Nature, which comes from the simple act of being. Our inner beauty can come from that place of being too.



BRI BLACK & WHITE CAPRIS



STEPH BLACK & WHITE LEGGINGS

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The Essence Collection

The Essence Collection embodies elements of life and consciousness that help us live with purpose and consideration for self and others. We believe fostering positive attributes and maintaining an optimistic mindset is the essence of a fulfilling life.



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The Wings Collection

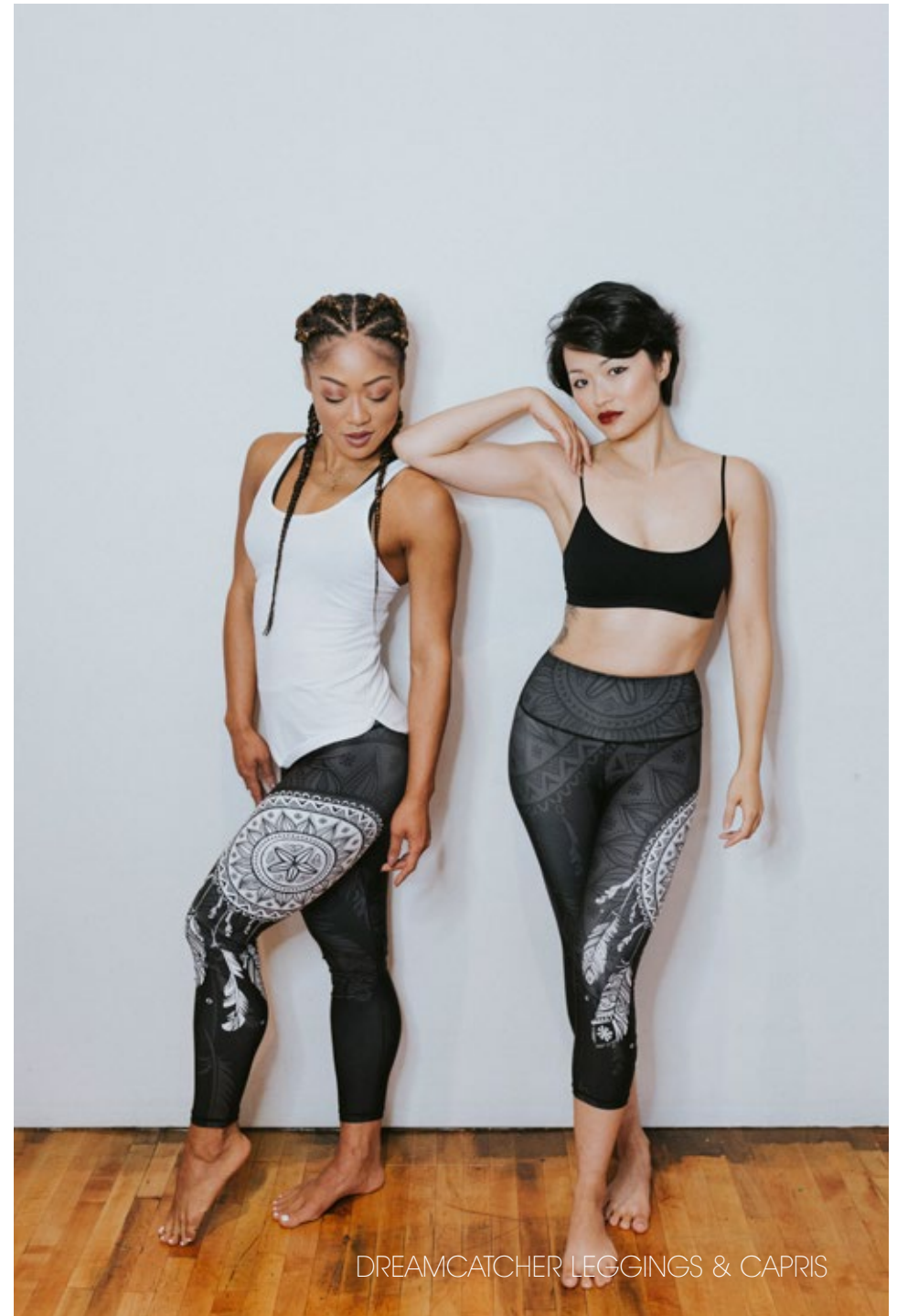
This collection invites us to be inspired by the elegance and strength of nature's small yet mighty creatures. We hope these designs remind you that no matter your perceived limitations, with hard work, perseverance and authenticity, you can take flight and soar towards your aspirations.



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The Jules Collection

The designs used in the Jules Collection represents the freedom of soaring through life with no inhibitions. This collection is intended to evoke a sense of carefree innocence. Let the universe take you where it may and we hope that you welcome all that life has to offer openly, with the eyes of a child.



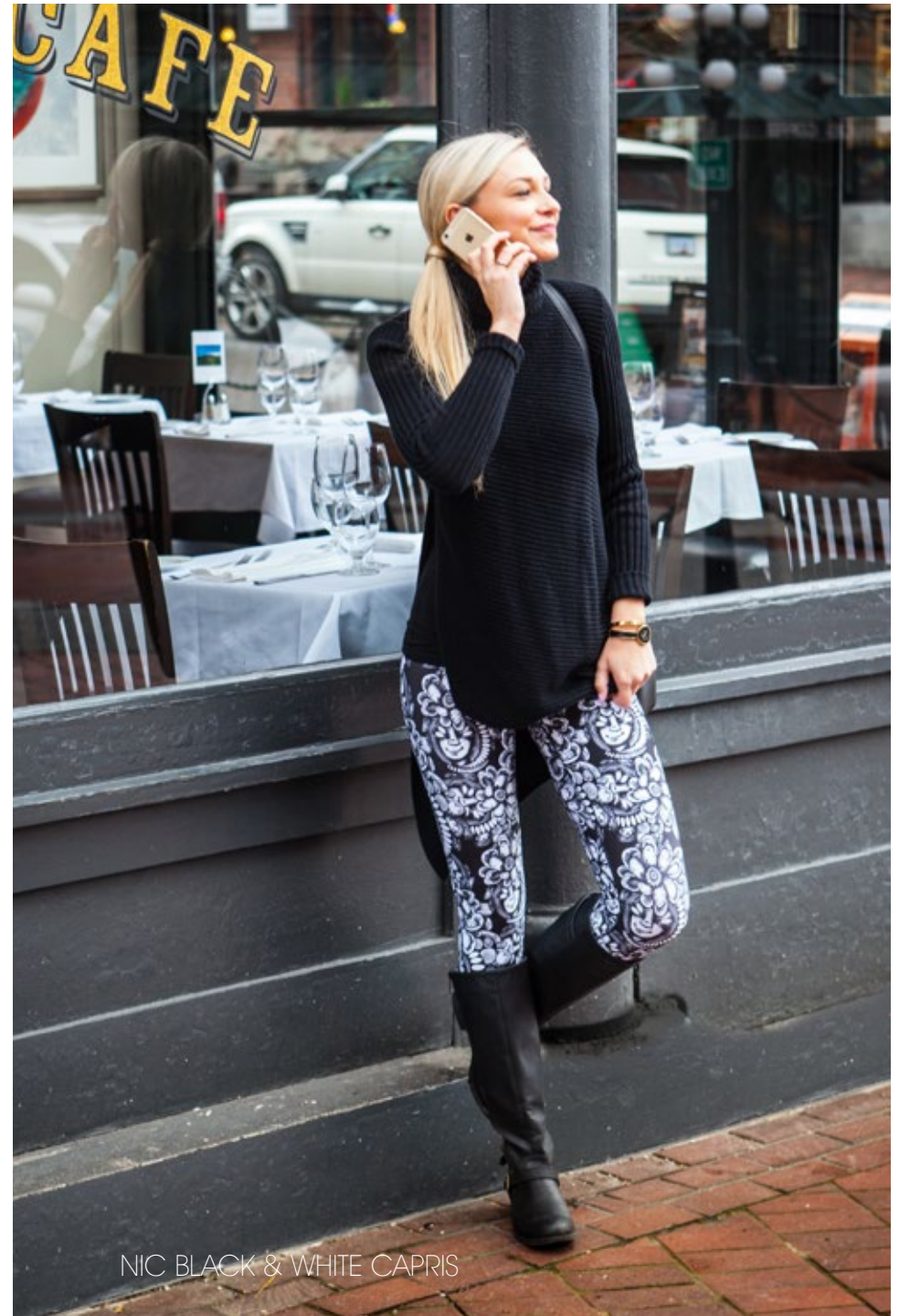
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The Nic Collection

The Nic Collection pays tribute to the Warrior Goddess in us all. A woman represents the full circle: within her is the ability to create, nurture and transform. With the many roles women have, this collection serves as a reminder to stay poised and grounded in your true self.

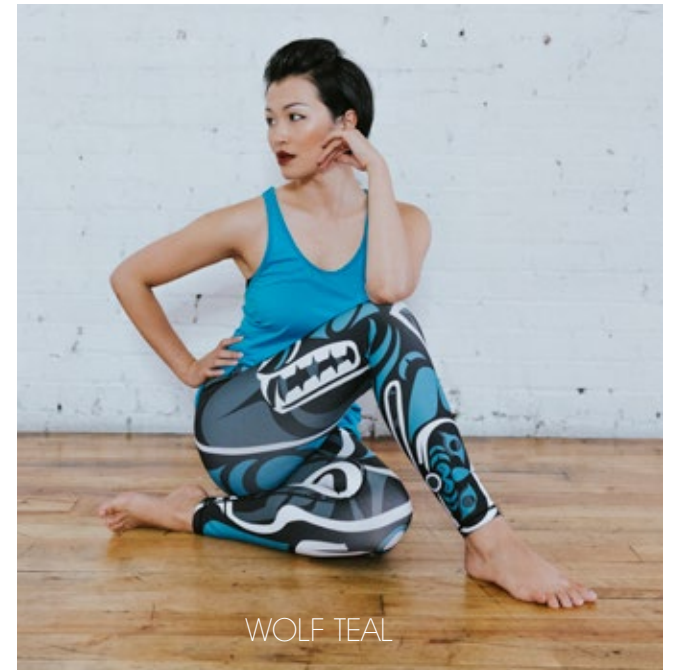
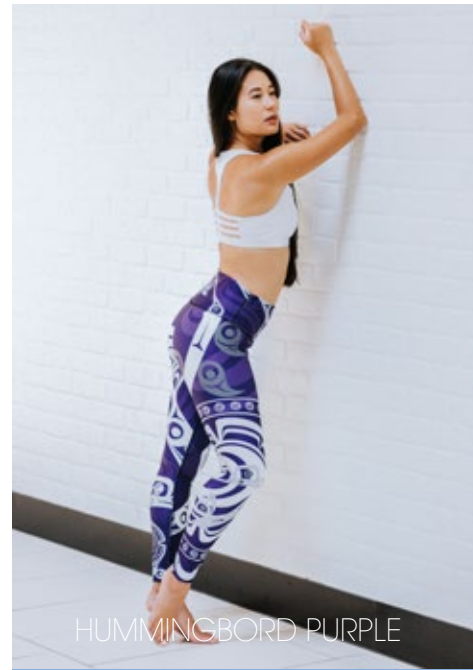
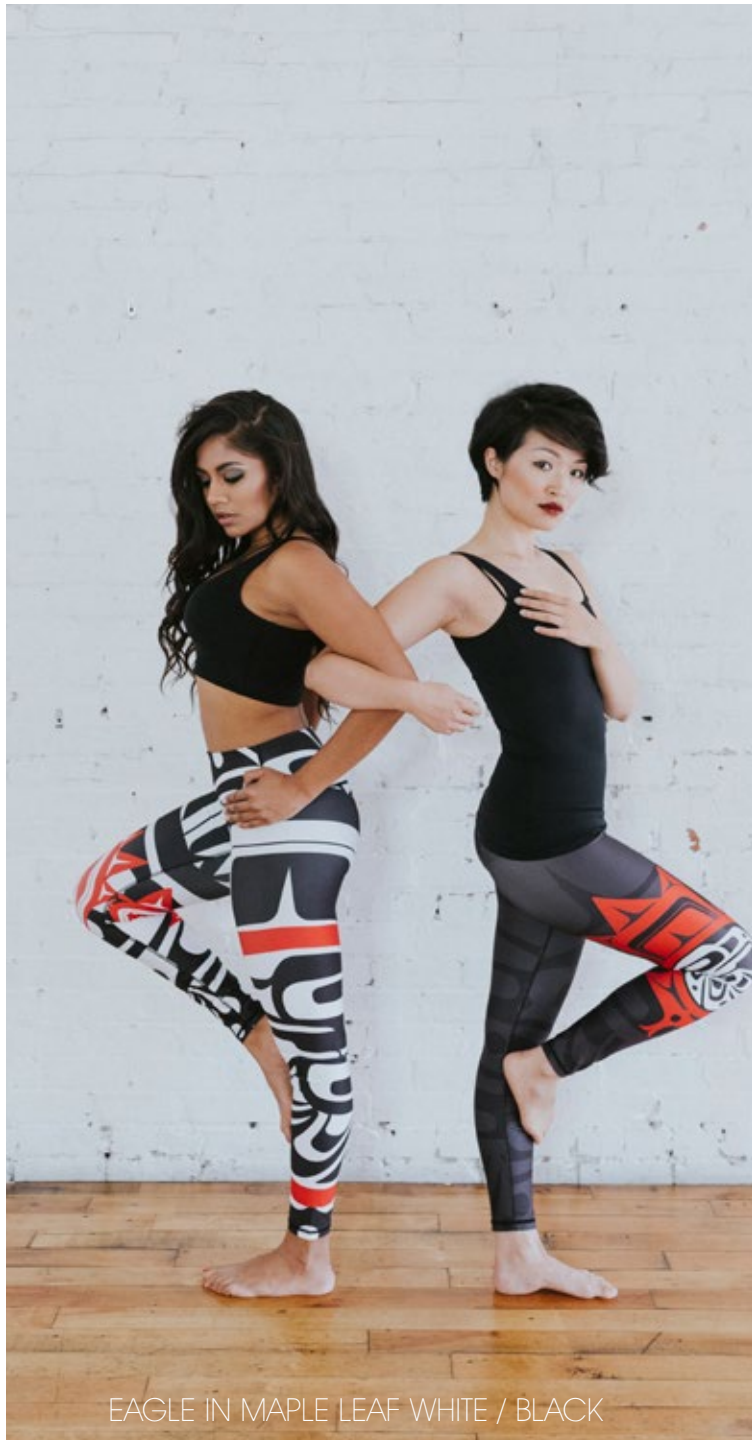


NIC WHITE SHORTS



NIC BLACK & WHITE CAPRIS

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SHARE



WARRIOR

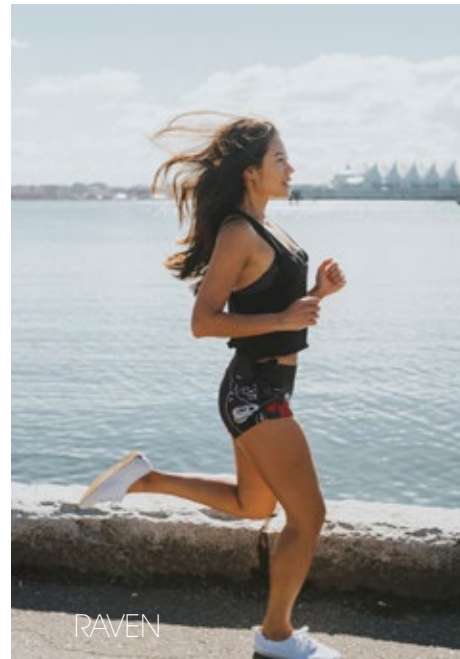


SHABEENA COLOUR



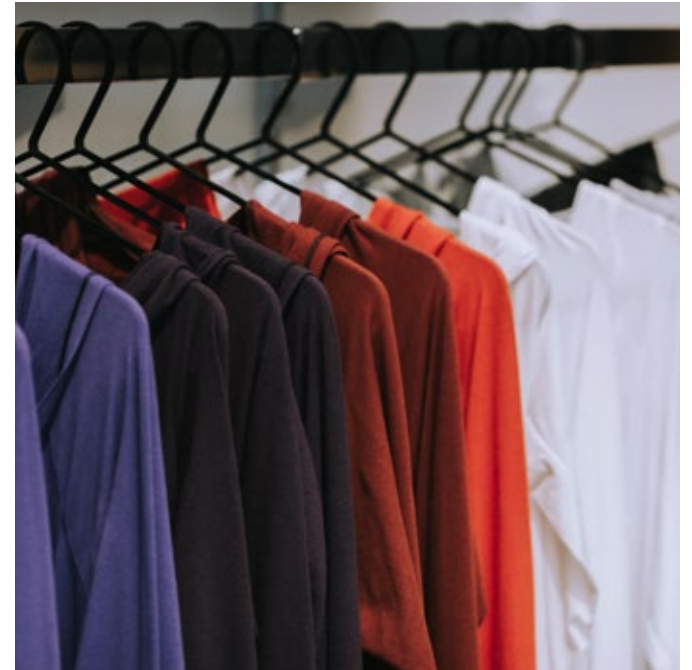
REST IN REASON

CAPRIS





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PULLOVERS

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EAGLE GOLD INFINITY



STEPH BLACK & WHITE BLANKET

SCARVES



EAGLE MAPLE LEAF WHITE BLANKET



EAGLE SILVER INFINITY

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MEDIA



INDULGE | SUMMER 2016



INDULGE | FALL 2018



BOULEVARD | SPRING 2018



SOLIS MAGAZINE | SPRING 2018



TRENDS | WINTER 2018

the FASHION SPOT

SWEAT IN STYLE: 10 UP-AND-COMING FITNESS BRANDS YOU NEED TO KNOW

BY SHARON FEIEREISEN | JUNE 17, 2015

BCLiving

THE BEST ECO-CONSCIOUS YOGA WEAR

BY NATALIE LANGSTON | OCT 12, 2015

In a Bottle

FASHION BRANDS USE RECYCLED PLASTIC FOR THE LATEST TRENDS

BY EDITORIAL STAFF | OCT 9, 2015

well+GOOD
YOUR HEALTHIEST RELATIONSHIP

10 COOL, ECO-FASHION BRANDS YOU CAN ACTUALLY SWEAT IN

BY LISA ELAINE HELD | APRIL 21, 2016

TESTIMONIALS

“THE WOLF LEGGINGS LITERALLY TURN HEADS EVERY TIME I WEAR THEM. THANK YOU FOR CREATING SUCH STUNNING WEARABLE ART NoMiNoU DESIGNS.” - KRISTEN STUART YOGA+LIFESTYLE

“I’ve been wearing all my beautiful tights. I am SO in love with them and I love the fact that they are eco-friendly and made from incredibly talented West Coast artists!! Keep up the amazing work!”
- Bries Botanicals

“I was wearing these beautiful leggings today!! I get SO many compliments on them!! I tell everyone about all of your beautiful leggings and the story behind them!”
- @restore_and_heal_with_reiki

“Julianna is a #GirlBoss on a mission. She incorporates her late artist mother’s drawings and meaningful quotes into her workout gear and everyday wear to inspire girls and women everywhere.” - Cambio.com

“NoMiNoU Designs thank you for your continued commitment to being environmentally friendly while also supporting local artists and creating amazing quality clothing!! I am honoured to wear your clothes.”
- Lyla Bramhoff

“I love this pair. I just tested them out snowshoeing at minus 15 degrees. Coupled with my base layer underneath they were great. Resisted the snow, kept me warm and were so breathable. Love all my leggings.”
- @girlplusjeep

“GOT MY PANTS IN! THESE LOVELY PANTS ARE MADE FROM RECYCLED PET AND THE PRINT IS AMAZING!”
- BREATHEINYOGA.CA

“I wear your leggings to my classes all the time, and I am in love with them! I always get many compliments from clients, and people asking me where I get them from. They are amazing in the heated room of 38 degrees, and amazing for everyday activities.” - Sydney Mayer

MATERIALS

No·Mi·No·U takes great care to use environmentally-friendly fabric and materials whenever possible. One pair of No·Mi·No·U pants removes approximately 7 plastic water bottles from the environment.

All leggings, capris and shorts are made from a blend of 12% spandex and 88% recycled polyester, which is made from recycled PET (a 100% post-consumer recycled raw material that is derived from recycled post-water bottles). This is an eco-friendly fabric that adheres to the Global Recycled Standard (GRS).

Instead of treating fabric with chemicals to achieve wicking and antibacterial properties, No·Mi·No·U uses a 100% natural treatment called ChitoSanté which is an antibacterial bio-agent certified by the U.S. Environmental Protection Agency. ChitoSanté is made using chitosan which is a fibre sourced from non-harvested, post-consumer crab/shrimp shells. This provides antibacterial and wicking properties. In addition it allows the fabric to stay fresh, hygienic and odour-resistant without requiring chemical treatment. It is also entirely safe for those with shellfish allergies since ChitoSanté is non-protein based.

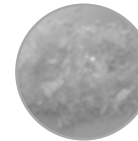
No·Mi·No·U tanks and pullovers are also made using eco-friendly materials. These products are made from fabric comprised of 67% rayon from bamboo, 29% cotton and 4% spandex.

Through No·Mi·No·U's commitment to the environment the company hopes to make even a small positive impact on our beloved Mother Earth.

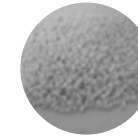
The Recycling Process from plastic bottles to fabric



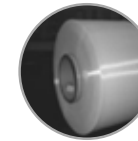
rPet (Recycled Polyethylene Terephthalate), is made from post-consumer waste and plastic bottles that have been diverted from landfills



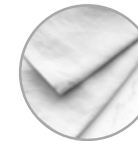
Through this process the bottles are shredded into smaller pieces to create flakes



The flakes are then made into a chip form creating PET chips



The chips are then made into filament yarn



The recycled yarn is utilized to create fabric

Our Stores

Come visit us at the NoMiNoU Studio + Boutique stores inside Tsawwassen Mills Outlet and Outlet Collection to explore our collections. Our stores are reminiscent of an art gallery, with stylish pieces from our clothing line on display alongside some of the original artwork that NoMiNoU's designs are inspired by.

TSAWWASSEN MILLS

VANCOUVER STORE

UNIT 613 - 5000 CANOE PASS WAY

TSAWWASSEN, BC V4M 0B3

604-383-0027

www.tsawwassenmills.com

PREMIUM OUTLET COLLECTION EDMONTON INTERNATIONAL AIRPORT

EDMONTON STORE

421-1 OUTLET COLLECTION WAY

EDMONTON AB T9E 1J5

587-695-0030

www.premiumoutletcollectioneia.com



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Don't forget to
love yourself.

~ Soren Merkegaard

No•Mi•No•U

ATHLEISURE

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604.838.9102

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