



LOOKBOOK 2011 - MEN

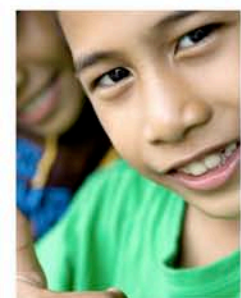
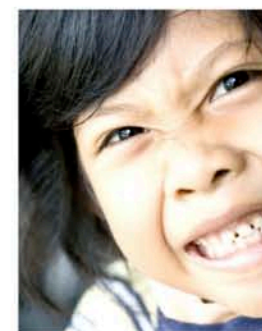


www.chocloproject.com

..... each product comes with a story

Choclo Project is an ethical brand from Australia providing versatile clothing designed to take you from the yoga mat, dance floor or gym to go check the waves or grab a coffee. Our ambassador team is built up of surfers, snowboarders, dancers and yogis, all connected by an infatuation with movement. This year we are launching product in collaboration with inspirational Hawaiian surfer and world tour veteran Rochelle Ballard. Rochelle is not only regarded as the worlds best female tube rider but she is also a very active role model, inspiring other surfers through her surf into yoga DVDs. We have also teamed up with several artists involved in our recent fundraiser to transform their creations into product. These artworks were **inspired by drawings from the children in the orphanage we sponsor.**

Having purchased a product you may discover a discreet or more visible artwork on your garment. This graphic has been inspired by a drawing of one of the children in our partner orphanages in Peru and is integrated in the product to remind our customers that they are a part of something more than just a clothing brand. With the purchase of any Choclo product 5% of sales is donated to Nuevo Futuro, a private non-profit institution that runs these orphanages. Each garment is personalised so that you will be proud to wear the product and be part of a project that would not exist without your ongoing support. To date we have raised over 8000€ for the children through our fundraisers and the sale of our products. To find out more about how it works and exactly where your contribution goes visit www.chocloproject.com



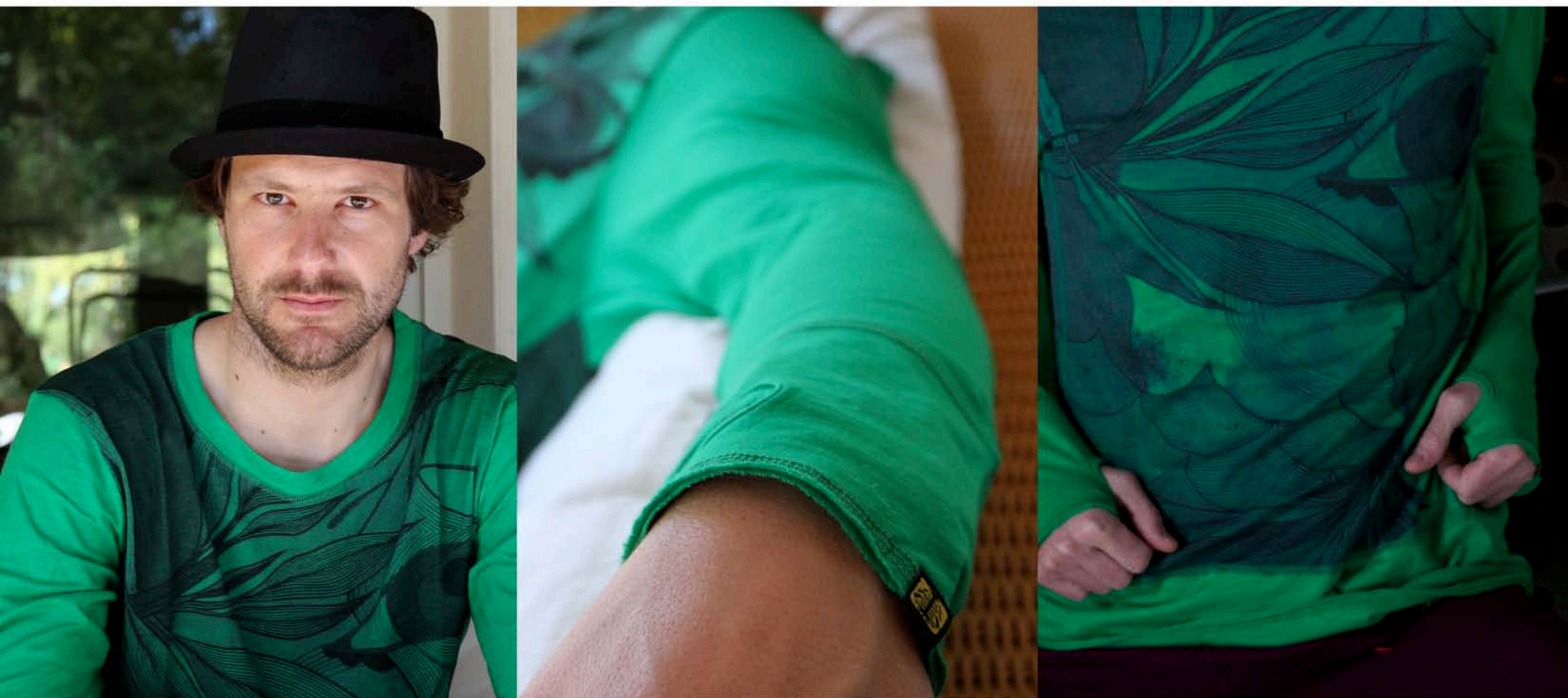
Our Team is our future

Instead of sponsoring athletes with excessive salaries we prefer to give what we can to the children that inspire us and try to provide them with the start in life they deserve, so that maybe they too will have the chance to become designers, doctors, artists or even professional athletes.

We are blessed to have ambassadors who share the same philosophy and who represent the brand purely because they want to contribute to the project

- thank you





ARTIST SERIES - Nico Odo FRANCE
Dream top - photo Hossegor, France - Bjoern and Ollie





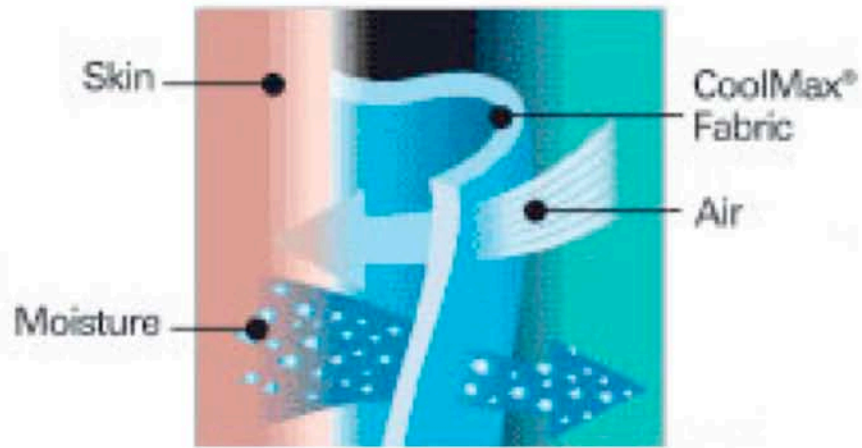
ARTIST SERIES - Nico Odo FRANCE
Dream top and Bamboo pant - photo Hossegor, France - Bjoern



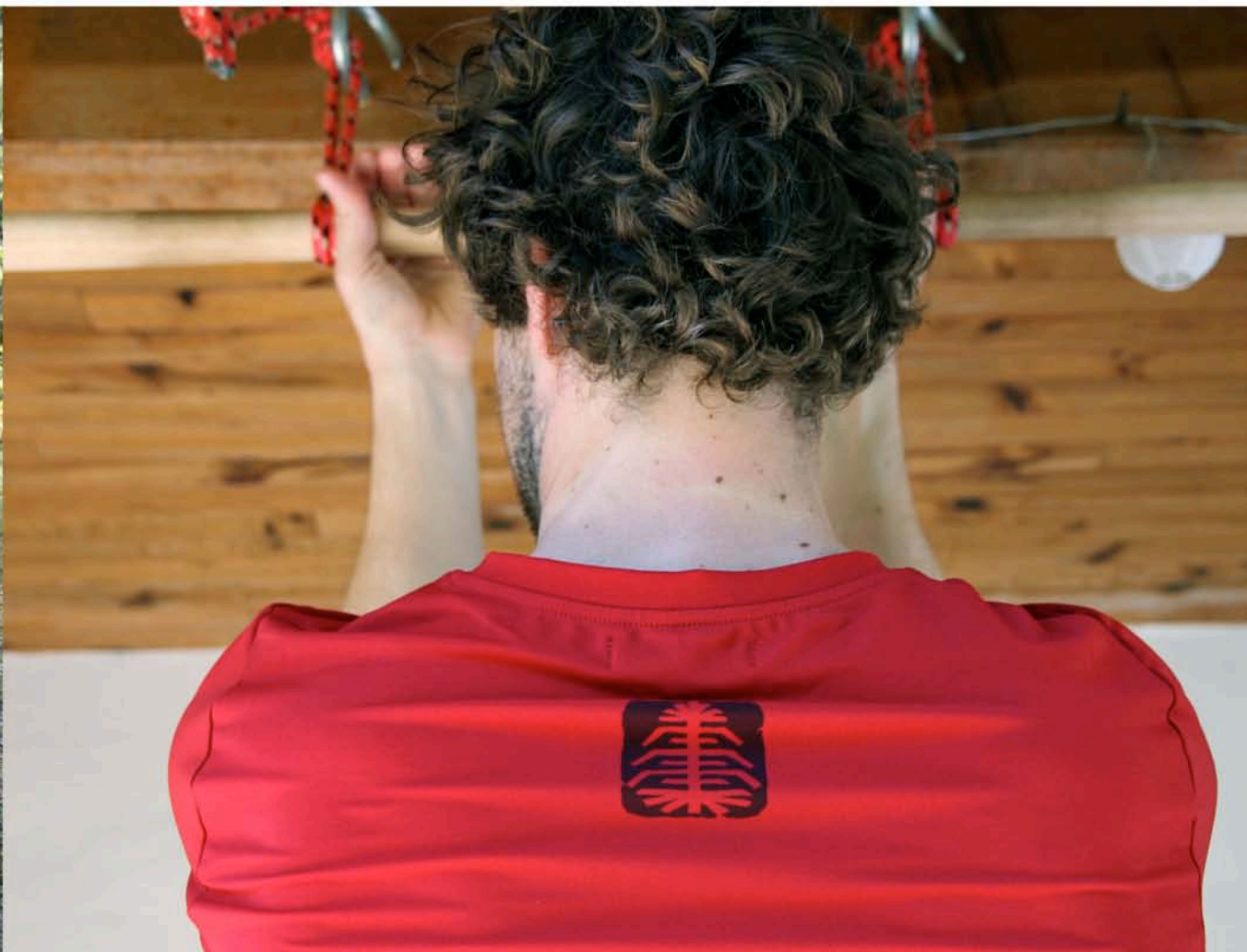


Calma pant - adjustable leg opening and waist, integrated stash pocket





COOLMAX FABRIC - made to keep you dry and light
Puro top - photo Hossegor, France - Bjoern



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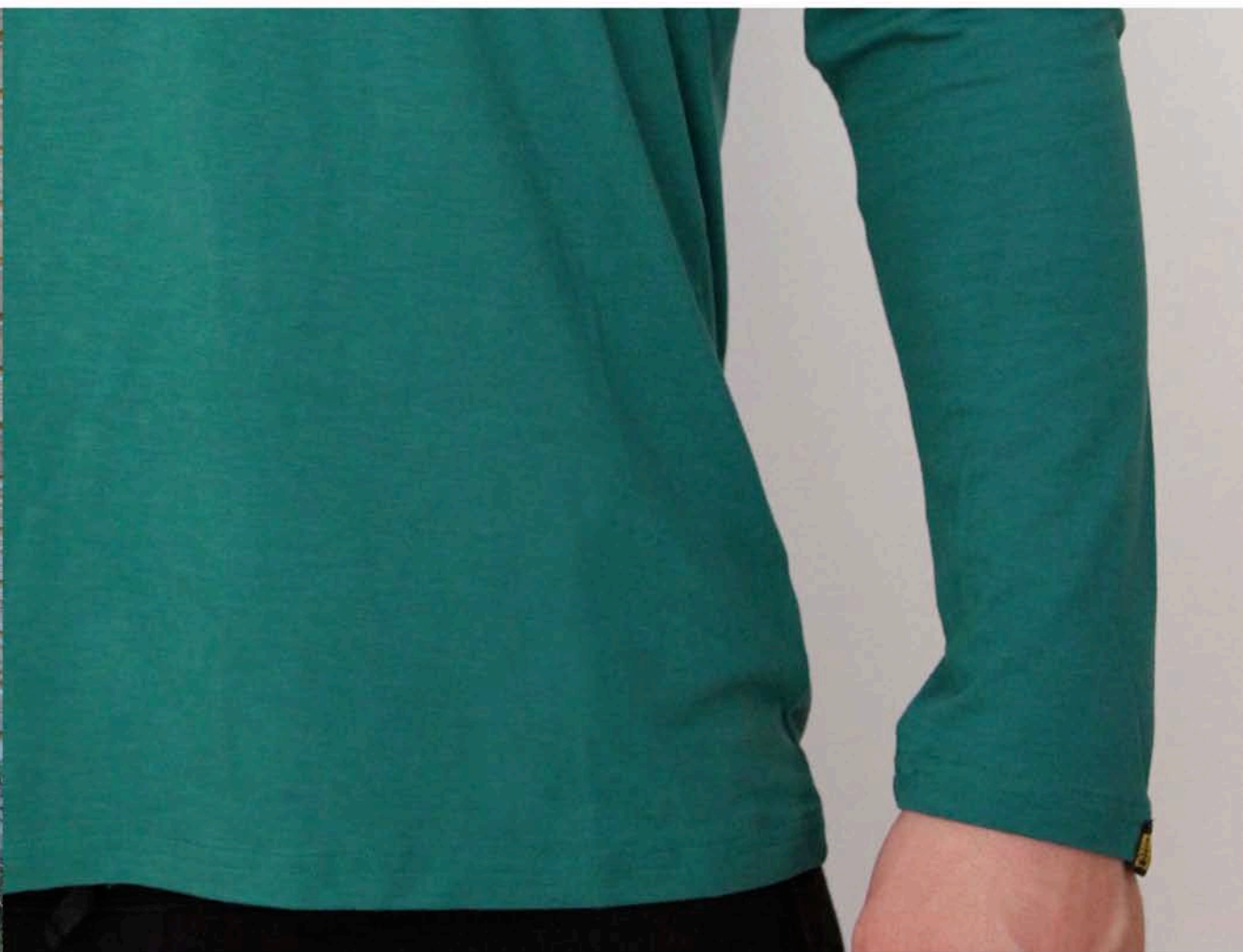






COOLMAX FABRIC - made to keep you dry and light
Puro top - photo Schreveningen, Holland





BAMBOO FABRIC - 95% Bamboo, 5% elastane
Tierra top - photo Hossegor, France - Bjoern





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Tierra top - photo Hossegor, France - Bjoern





Bario cotton singlet - photo Hossegor, France





Bario cotton singlet - photo Hossegor, France



Cordillera cotton pant - photo Hossegor, France - Bjoern







Cordillera cotton pant - photo Hossegor, France - Bjoern





Uluwatu Hoodie - photo Hossegor, France - Gary Zebrowski and friends

CONTACT

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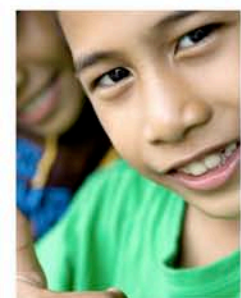
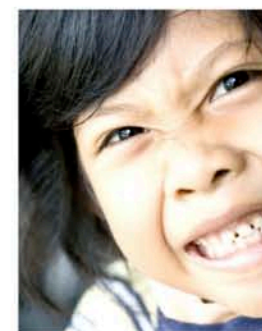


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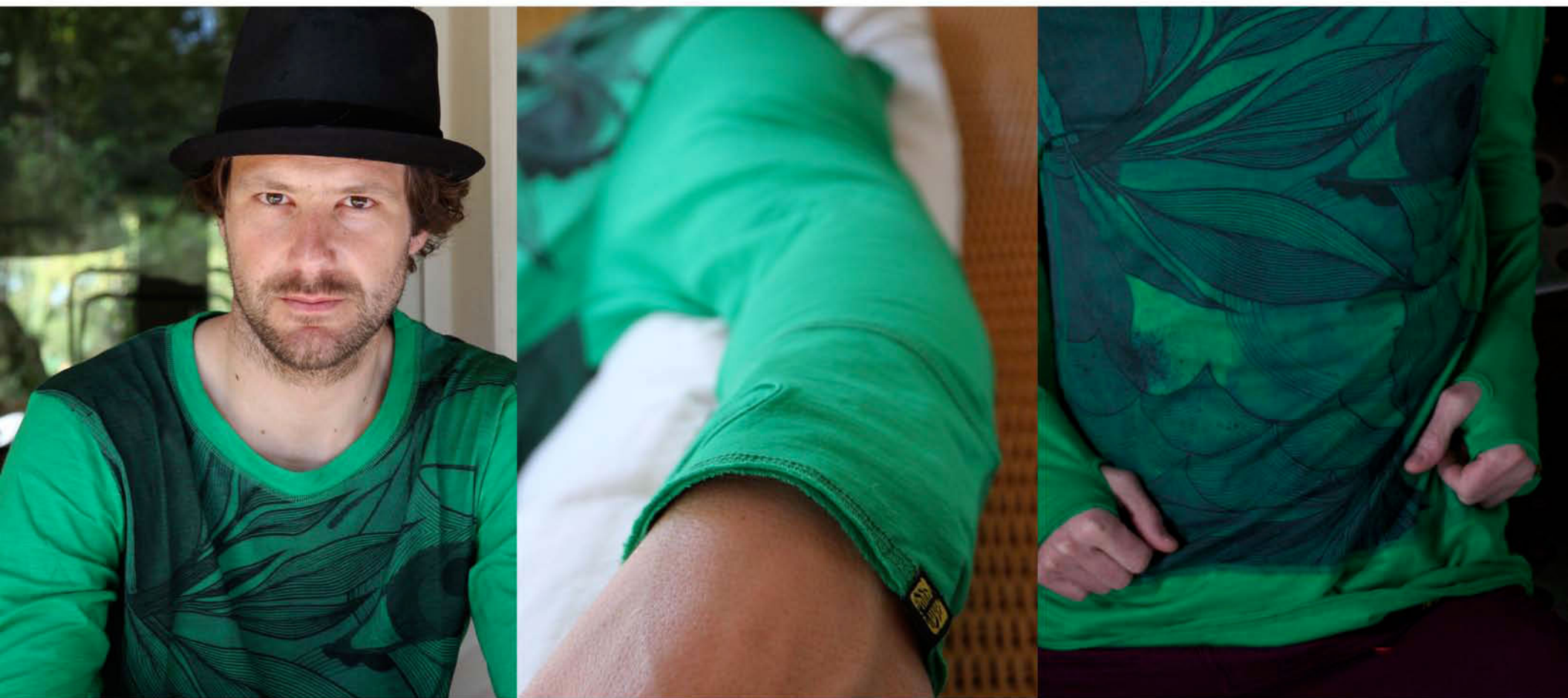
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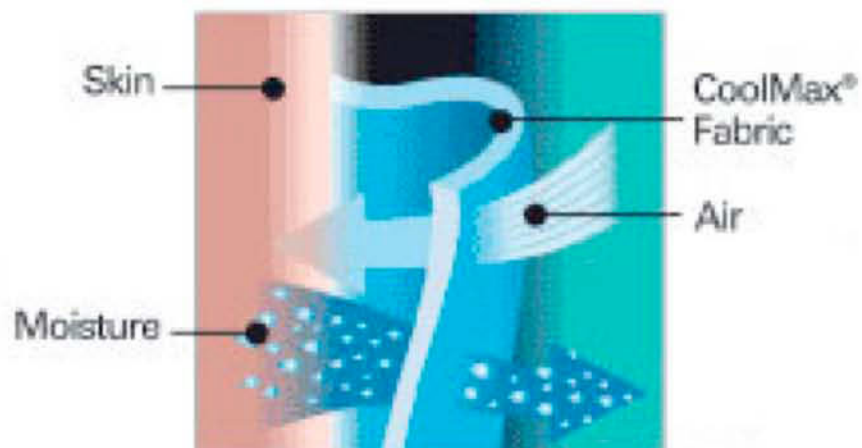
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Calma pant - adjustable leg opening and waist, integrated stash pocket





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