

Ten c

Seeing Beyond

THE EMPEROR'S NEW _ CLOTHES

A story crafted to endure
through the years.

The tale speaks of a vain Emperor,
completely devoted to his outward
appearance, and especially to his
clothing.

Two swindlers arrive in the city, claiming
to be weavers in possession of a
marvelous new fabric: thin, light, and
extraordinary, with the peculiar quality
of being invisible to the foolish and the
unworthy.

THE TALE

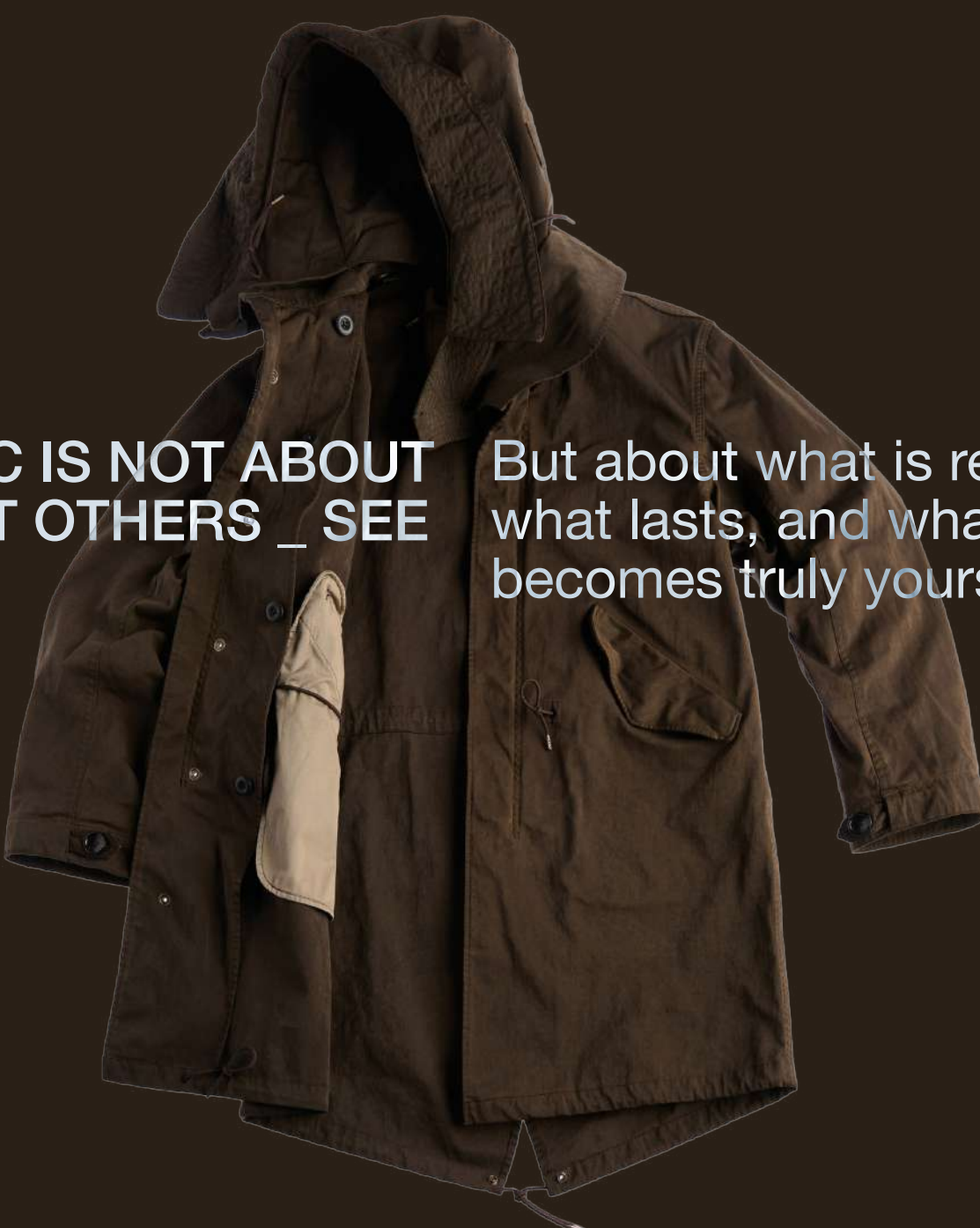
原点

The courtiers, unable to see the fabric,
pretend to admire it in fear of being
judged. The Emperor himself does the
same, and finally orders a suit to be
made. When he parades through the
city, the crowd applauds — until a child
cries out: “But he isn’t wearing anything
at all!”

From that moment comes the timeless
expression: “*The Emperor has no
clothes.*”

*The Emperor's New Clothes is a
short story written by Hans Christian
Andersen.*





TEN C IS NOT ABOUT
WHAT OTHERS _ SEE

But about what is real,
what lasts, and what
becomes truly yours.

Ten c takes its name from this tale.
Actually it's the acronym. Like the child
who dares to speak the truth, Ten c
looks beyond illusions.

No logos, no empty trends, no disguises
— only garments that reveal their true
essence with time.

Pieces designed to last forever, to live
with you, and to become entirely your
own.

日本語

ORIGINAL
JAPANESE JERSEY



OJJ _ ORIGINAL JAPANESE JERSEY

Technical yet emotional,
resilient yet intimate.

At Ten c, everything begins with a fabric. Not just any fabric, but one that embodies the brand's philosophy of truth, durability, and transformation: OJJ – Original Japanese Jersey.

OJJ is exclusive to Ten c.

It is born in Japan, made of high-density knitted nylon and polyester fibers, and then reborn in Italy, where it is cut, sewn, and garment-dyed by skilled artisans.

This journey between East and West creates something unique: a fabric that is technical yet emotional, resilient yet intimate.

A FABRIC THAT _ TRANSFORMS

Less like fabric, more
like a second skin.

At first, OJJ is simply jersey, soft, light, unassuming. But through mercerization and a double dyeing process at 130 °C, it undergoes a metamorphosis. It shrinks, compacts, densifies. It becomes elastic and strong, almost like armor, yet retains the supple memory of its origin.

THE FABRIC

This alchemy gives OJJ a living quality: it reacts to its environment. In humid air, it softens; in dryness or heat, it stiffens. With time, it molds to the wearer's body, until it feels less like fabric and more like a second skin.

A FABRIC THAT _ EVOLVES

OJJ does not resist time,
it embraces it.

OJJ does not resist time, it embraces it. Like raw Japanese denim, it records the life of its owner. Creases, shades, textures: every mark is a story, every imperfection a sign of authenticity. No two garments are ever the same, because no two lives are ever the same.

The touch is velvety, almost suede-like, a surprise against its rugged durability.

OJJ is wind resistant and water repellent, while also offering a denim-like aging characteristic, due to the unique product dyeing process of applying pressure at high temperatures.

Originally reserved for
Ten c's outerwear.

BEYOND _ OUTERWEAR

OJJ has expanded its reach. Today it appears in sweatshirt details, in bags, even in footwear.

Every new application strengthens the brand's DNA, reminding us that Ten c is not fashion for a moment, but design for a lifetime.

WEIGHTS OF _ TIME

Three weights, each
with its own voice.

- 9 oz — light and fluid, perfect for spring and summer.
- 11 oz — balanced and versatile, wearable in every season.
- 12 oz — dense and protective, carrying the military spirit of winter.

The lighter the fabric, the more it flows. The heavier, the more it holds its form. Each weight offers a different way of living with OJJ, a different way of letting it become part of your story.

THE LAYERING _ SYSTEM

The essence of Ten c:
adaptability and design

Nearly all OJJ outerwear (except the 9 oz pieces) is built with a modular button-in system for liners. Down or shearling inserts can transform a lightweight shell into a fully insulated winter garment.

One jacket, many lives: this is the essence of Ten c: adaptability, longevity, design that grows with you.



ONE JACKET

MANY LIVES



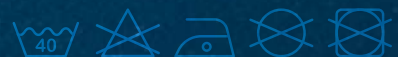
MAINTENANCE

CARE _ INSTRUCTIONS

A unique fabric easy to maintain. Use a gentle, cold-water wash, avoid harsh detergents, and air dry away from heat sources. Spot-clean gently for small stains. After rain, let it breathe and dry naturally, away from heat.

Because OJJ is not meant to remain pristine. It is meant to live, to change, to carry the marks of your life.

WASHING INSTRUCTIONS



FOLLOW WASHING INSTRUCTIONS AS
PER CARE LABEL



OJJ is more than a fabric, it is a way of looking at the world.

Where others see only fashion, trends, and logos, Ten c invites you to see beyond: beyond illusions, beyond seasons, beyond what fades. Seeing Beyond means trusting what is real, what endures, what becomes more valuable the more it is lived.

It is the courage of the child in Andersen's tale who speaks the truth, and the courage of a brand that chooses substance over spectacle.

With OJJ, the beauty is not in what is shown, but in what is revealed over time. Every crease, every shade, every mark is proof that you have lived.

SEEING _ BEYOND

THIS IS OJJ
THIS IS TEN C

Seeing beyond means
trusting what is real.

A close-up, black and white photograph of a quilted jacket. The jacket features a series of parallel, diagonal stitching lines that create a quilted pattern. The fabric appears to be a smooth, possibly synthetic material. In the center of the image, there is a red circular logo. The text "Ten c" is written in a white, sans-serif font, with the red circle acting as the letter "o". Below this, the words "Seeing Beyond" are written in a smaller, white, sans-serif font.

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