



# FALL WINTER

21/22

SUSTAINABLE HEADWEAR LOOKBOOK

# ON THE ROAD TO SUSTAINABLE HEADWEAR

The beginning of our path, by introducing the first Oeko-Tex® models, eco-friendly dyeing and a traceability passport of our products.

2018



Launch of the Green Collection in recycled polyester and organic cotton.

2019



Release of the first Sustainability Report, to spread our social and environmental impact.

2020



Publication of our Code of Conduct and launch of a wider Green Collection with the addition of the PolyLANA® fiber.

2021



2022





# OUR RESPONSIBILITY

**We care about quality and sustainability.**

**We are proud to work with certificated materials, suppliers, and production processes.** We are serious about our sustainable mission and we want to prove that we are transparent and trustworthy.

We want our hats to be on people's heads as much as possible, since high-quality headwear has a longer life cycle.

With different certifications we want to give the consumers reassurance that the products they buy have been accredited by a third party.

That means that **our products are made responsibly and we work together with factories to adhere to strict environmental and social standards.**

## Third-party Standards & Programs





# POLYLANA®

## BELIEVE IN BETTER

Polylana® fiber unlocks new potential in fiber creation with reduced environmental impact and enhanced performance capabilities.

Reduces **environmental impact**.

Reduces **water consumption**.

Reduces **energy emission**.

Polylana® fiber is an eco-efficient staple fiber with characteristics similar to acrylic and wool fiber, at lower impact.

Polylana® fiber allows to be blended with any natural and synthetic fiber to enhance and adjust performance, look, or other characteristics of the final product.



LOOK FOR  
THIS ICON   
TO FIND OUT  
HOW MANY LITERS  
OF WATER HAVE  
BEEN SAVED FOR  
EACH BEANIE\*



OAK 15



MAPLE 17



HOLLY 19

\*water saving of undyed 60% Poly lana®  
40% Acrylic vs 100% Acrylic Product

# TECH SPECS POLYLANA®

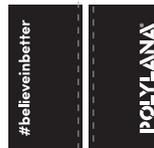


**AWARE™** is an integrity solution. A method that can authenticate recycled yarns in a final product to avoid greenwashing.

## ACCESSORIES



Polylana® Fiber is recognized by PETA (People for the Ethical Treatment of Animals, Inc.) as a vegan alternative to animal-derived materials.



flag label POLYLANA® #believeinbetter positioned inside the beanie.



dark grey mel



beige



burgundy mel



# OAK

**MAIN FABRIC:** 60% POLYLANA® POLYESTER - 40% ACRYLIC

Chunky rib-knitted beanie in soft, warm Polylna® yarn. Single-layer knitting with wide folded cuff and fully fashioned top. Lot of space for embroideries on the front.



rusty



olive



light blue



mustard



navy



light grey mel



acid green



black

9L 

## TECH SPECS

## FEATURES



102 gr.



one size

Soft  
yarn

recycled polyester

POLYLANA®



OEKO-TEX®  
CONFIDENCE IN TEXTILES  
**STANDARD 100**  
Tested for harmful substances.  
[www.oeko-tex.com/standard100](http://www.oeko-tex.com/standard100)

{ PETA - APPROVED }  
VEGAN





olive



black



royal



# MAPLE

**MAIN FABRIC:** 60% POLYLANA® POLYESTER - 40% ACRYLIC

Knitted beanie in Polylna® that makes it warm, comfortable and sustainable. Finished with a fully fashioned top and patterned with an elegant rib-knitted cuff. Perfect for cold winter days, and small enough to fit easily in a pocket when not in use.



navy



light grey mel



burgundy mel



dark grey mel



mustard



beige



7L 

## TECH SPECS



80 gr.



one size



Soft  
yarn



recycled polyester

## FEATURES

**POLYLANA®**



OEKO-TEX®  
CONFIDENCE IN TEXTILES  
**STANDARD 100**  
Tested for harmful substances.  
[www.oeko-tex.com/standard100](http://www.oeko-tex.com/standard100)

{ PETA - APPROVED }  
**VEGAN**





bottle green



light blue



orange



royal



dark grey mel



burgundy mel

# HOLLY

**MAIN FABRIC:** 60% POLYLANA® POLYESTER - 40% ACRYLIC

Comfortable knitted beanie in soft Polylana® yarn.  
Knitted in two layers with a straight cut.  
Perfect for both everyday use and outdoor life.



olive



navy



mustard



acid green



light grey mel



black



rusty



beige

5 L 

## TECH SPECS

## FEATURES



58 gr.



one size

Soft  
yarn

recycled polyester

POLYLANA®

Global Recycled  
Standard

OEKO-TEX®  
CONFIDENCE IN TEXTILES  
**STANDARD 100**  
Tested for harmful substances.  
[www.oeko-tex.com/standard100](http://www.oeko-tex.com/standard100)

{ PETA - APPROVED }  
VEGAN





# RECYCLED POLYESTER

Recycled polyester (or rPET) is made by breaking down used plastic (usually bottles) into small, thin chips, which are processed and finally turned into yarn. This is an example of “circular economy”:  
**designing something by using recyclable material.**

## HOW IT'S MADE





ANDY 25



BIRK 27



HOTTY-S 29

LOOK FOR  
THIS ICON   
TO FIND OUT  
HOW MANY  
BOTTLES HAVE  
BEEN RECYCLED  
FOR EACH CAP

# TECH SPECS RECYCLED POLYESTER



## CERTIFIED RECYCLED POLYESTER

Yarn made from polymers obtained by recycling plastic bottles.

## ACCESSORIES



The new models made of recycled material can be identified from a flag woven label inside.



## THE GLOBAL RECYCLED STANDARD (GRS)

is an international, full product standard that sets requirements for third-party certification of Recycled Content and chain of custody.

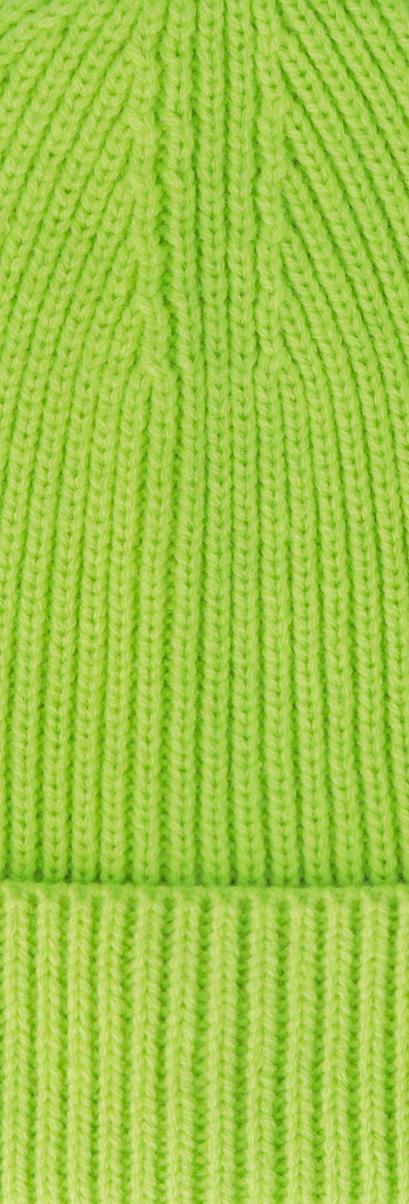
## WHAT YOU'RE SAVING WITH THIS CHOICE

**45%**  
OF ENERGY CONSUMPTION\*

**20%**  
OF WATER USE

**30%**  
OF GREENHOUSE GAS EMISSION

\*source: Repreve



light grey mel



olive



navy

# ANDY

**MAIN FABRIC:** 50% CERTIFIED RECYCLED POLYESTER - 50% ACRYLIC

Fine rib-knitted beanie with regular cuff and fully fashioned top. Made of 50% recycled polyester and 50% acrylic. Single knitting to hold its shape well.



beige



acid green



burgundy



dark grey mel



light blue



black



mustard



## TECH SPECS



82 gr.



one size

## FEATURES



recycled polyester





# BIRK

**MAIN FABRIC:** 100% CERTIFIED RECYCLED POLYESTER

Soft and comfortable polar fleece beanie made from recycled polyester with a straight cut. Light, warm and at the same time small enough to easily fit in a pocket when not in use.



royal



black



navy



dark grey



## TECH SPECS



230 g/m<sup>2</sup>



one size

## FEATURES



recycled polyester



Global Recycled Standard



# HOTTY-S

**MAIN FABRIC:** 100% CERTIFIED RECYCLED POLYESTER

Versatile and light neck warmer in comfortable recycled polyester polar fleece with excellent moisture management properties.

Ideal for high-output activities in cold weather. Cord adjuster on the top edge for full closure.



royal



black



dark grey



navy



2.5 

## TECH SPECS



230 g/m<sup>2</sup>



25x28 cm

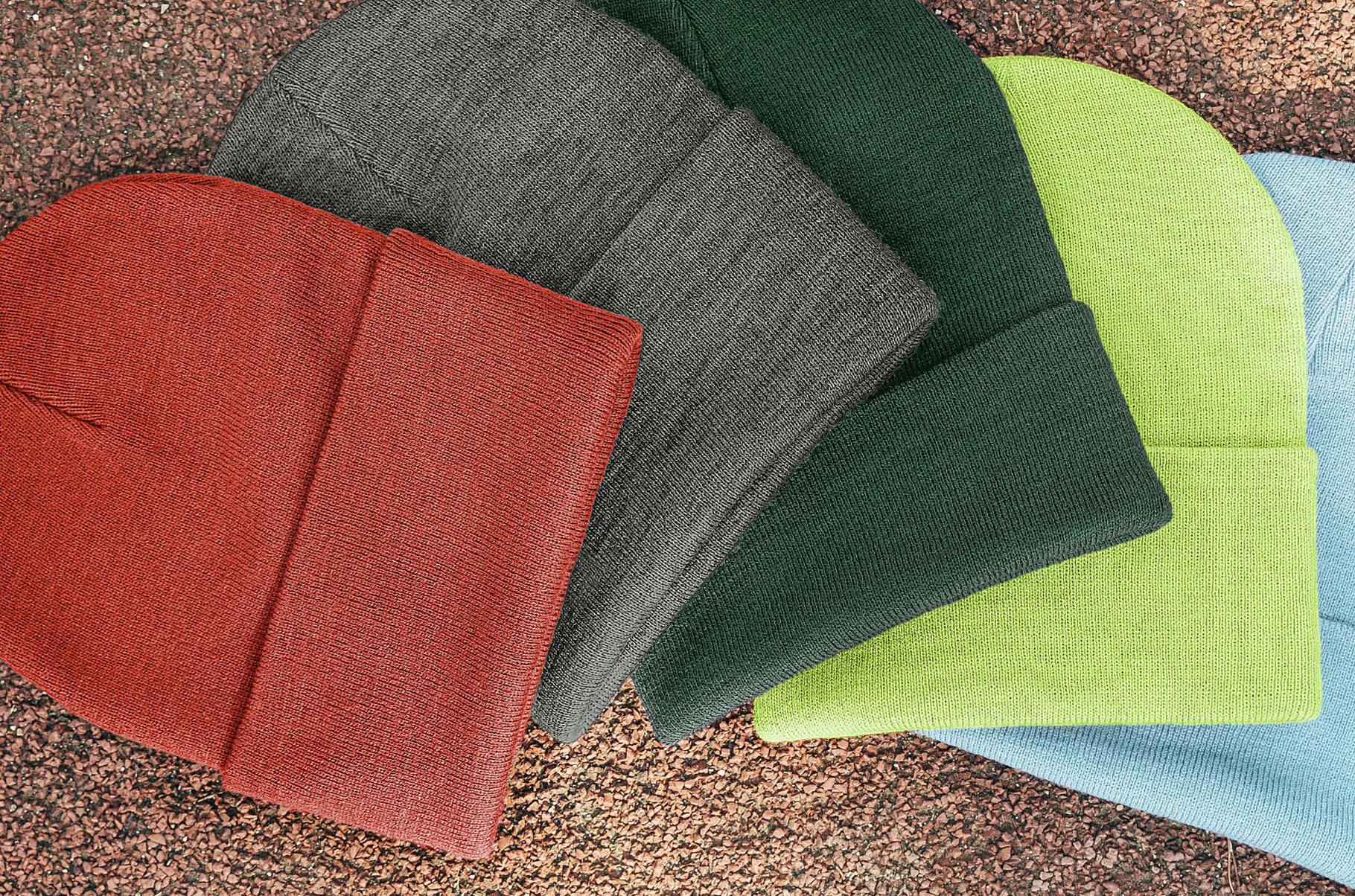
## FEATURES



recycled polyester



Global Recycled Standard



A light blue knit beanie is shown on the left side of the page, resting on a cork-textured surface. The background is a dark blue gradient.

# NEW COLORS

## REAWAKENING COLOR

Our collection grows every year within a **sustainable mindset**, building **palettes even more natural** in our headwear range.

**Choosing a color has never been easier.**



NEW

green bottle



NEW

orange



NEW

rusty



NEW

beige



NEW

light blue



NEW

acid green

# PURE

MAIN FABRIC: 60% POLYLANA® POLYESTER - 40% ACRYLIC

One of the most famous shapes upgraded with a breakthrough recycling registered process called Polyana®. The Pure beanie mixes classic style with an ultrasoft blend of recycled and virgin yarn that consumes less energy and water than standard yarn in the production process.



7L 



dark grey mel

NEW



royal



burgundy mel



navy



black



light grey melange



mustard



olive

## TECH SPECS

## FEATURES



80 gr.



one size



Soft yarn



recycled polyester

POLYLANA®



{ PETA - APPROVED }  
VEGAN





NEW

beige



burgundy



dark grey mel

# SHORE

**MAIN FABRIC:** 50% CERTIFIED RECYCLED POLYESTER - 50% ACRYLIC

A must have beanie, half recycled, half acrylic. The sustainability of the Shore meets the 90s trend with a large rib knit and a strong personality reminiscent of the vintage fisherman style.



mustard



olive



black



navy



rusty



light grey mel



bottle green



TECH SPECS



78 gr.



one size

FEATURES



recycled polyester





light blue



acid green



beige

# RIO

**MAIN FABRIC:** 50% CERTIFIED RECYCLED POLYESTER - 50% ACRYLIC

The Rio beanie is constructed in 50% recycled polyester and 50% acrylic blend with cuff and a narrow rib knit that ensures style, versatility and a fit suitable for everyone.



bottle green



black



light grey mel



olive



burgundy



dark grey mel



mustard



navy



## TECH SPECS



65 gr.



one size

## FEATURES



recycled polyester





# ON THE ROAD TO SUSTAINABLE HEADWEAR

