



# SPRING SUMMER 2022

SUSTAINABLE HEADWEAR LOOKBOOK

# 2022 CONCEPT

Journey is the word that best identifies **our path sustainable business**.

Like every journey, we have been influenced by the natural elements we encountered on the road and, designing the new collection, we were inspired by the beauty and the purity of nature, associating each piece of headwear with a symbolic place of this beauty to be preserved.

Designing sustainably can be a challenge, but it's essential to support a healthier, more renewable planet. A single hat does not change the world overnight, so **we decided to release the new Collection 2022 with hats and beanies only made from organic or recycled materials**, trying to raise awareness in the supply chain and to guide people towards an eco-conscious choice.

**On the road to sustainable headwear.**



# 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 for 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

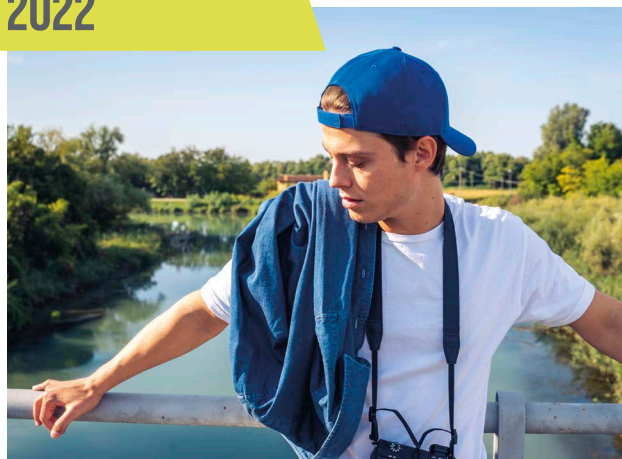


Publication of our Code of Conduct and launch of a wider Green Collection with the addition of the Poly lana<sup>®</sup> fiber.

2021



2022





**2025**

THE ENTIRE ATLANTIS HEADWEAR COLLECTION WILL BE PRODUCED WITHIN A SUSTAINABLE MINDSET, BY USING CERTIFIED MATERIALS AND PRODUCTION PROCESSES WITH A LOWER IMPACT ON OUR ENVIRONMENT BY 2025.

**THE REVOLUTION IS COMING.**

100%  
SUSTAINABLE  
by 2025









# 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 want to prove that we are transparent and trustworthy.

We want our hats to be on people's heads for as long 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





# 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 the “circular economy”:

**designing something by using recyclable material.**

## HOW IT'S MADE



1.

Used plastic bottles  
are collected and cleaned



2.

Bottles are shredded  
into tiny pellets



3.

Pellets are crushed  
and melted



4.

The molten plastic is extruded  
and stretched into thread





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

\*approximate calculation made  
according to material supplier info



# TECH SPECS

# RECYCLED POLYESTER



## 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.

## WHAT YOU'RE SAVING WITH THIS CHOICE\*

Recycled polyester vs virgin polyester

**45%**  
OF **ENERGY** CONSUMPTION

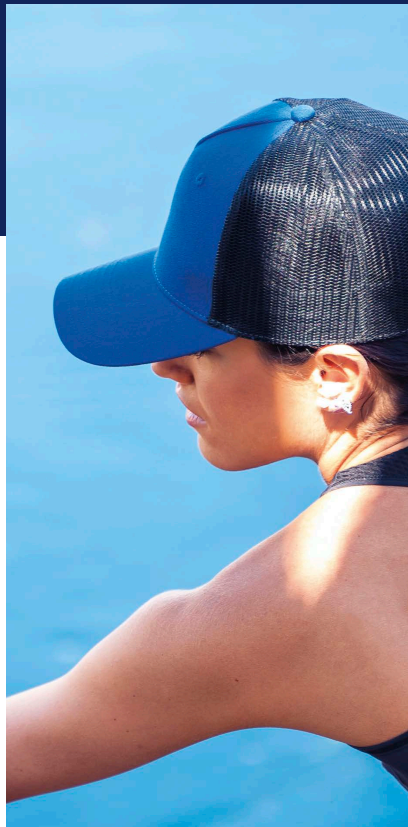
**20%**  
OF **WATER** USE

**30%**  
OF GREENHOUSE **GAS EMISSION**

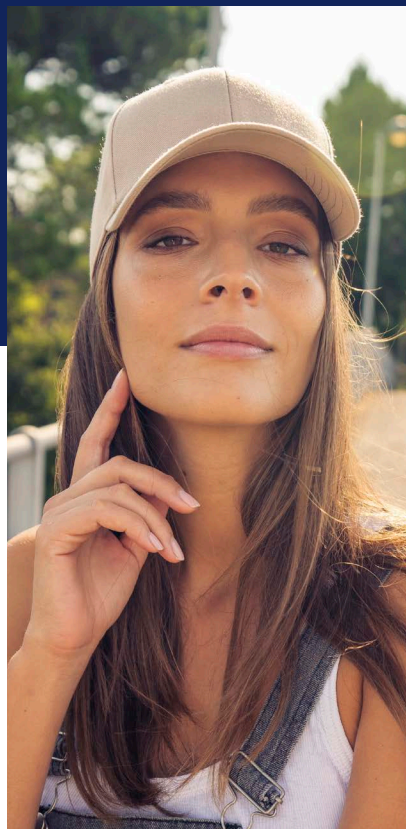
\*source: Repreve®



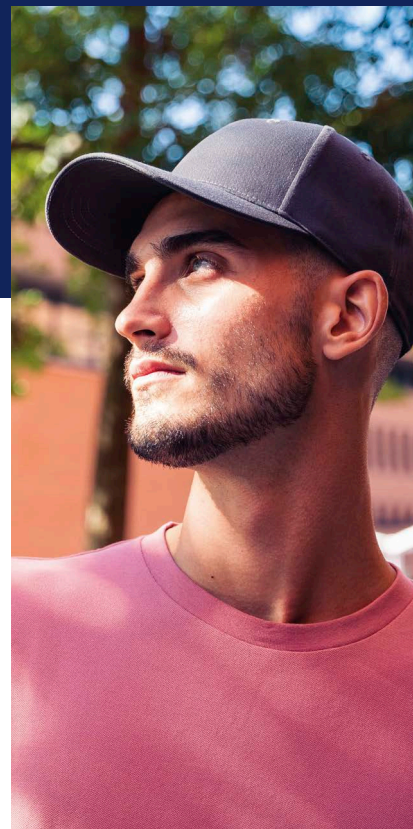
**BRYCE 19**



**ZION 21**



**JOSHUA 23**



**FII 25**

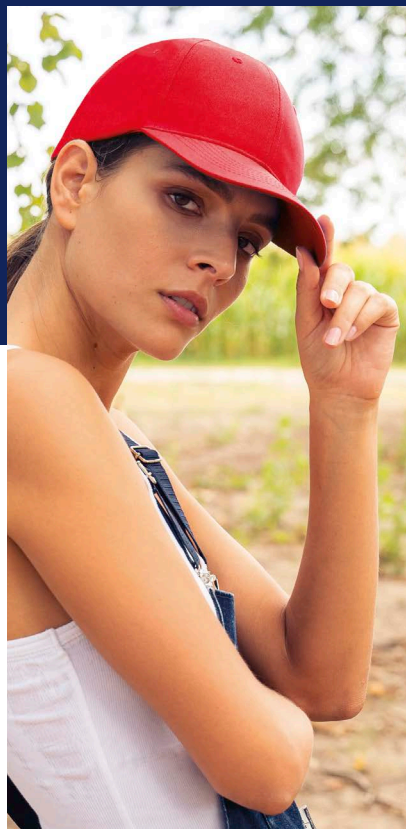




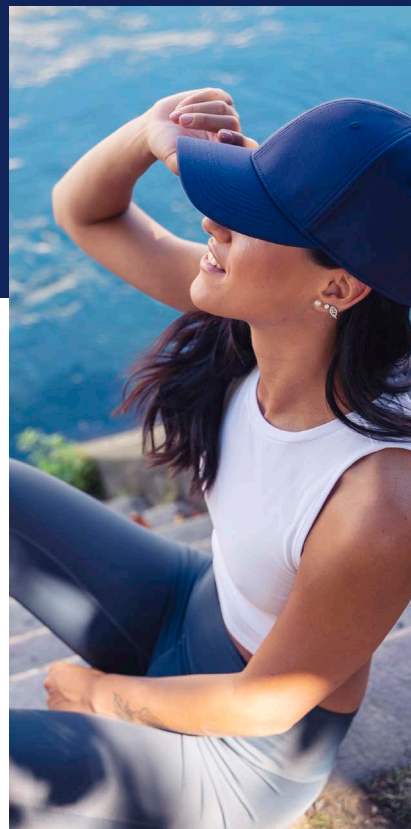
**JAMES 27**



**RECY FIVE 29**

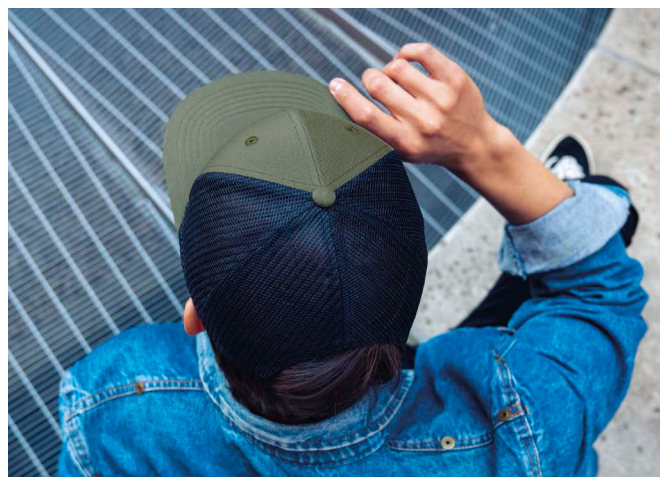


**RECY SIX 31**



**SKYE 35**





white-white



olive-black



black-black

# BRYCE

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

**SIDE&BACK:** 100% RECYCLED POLYESTER

Classic structured 6-panel trucker cap in recycled polyester twill. Ventilated recycled mesh that keeps you fresh and recycled snapback closure. Ideal in the summer or when travelling.



royal-black



navy-navy



khaki-black



dk grey-black



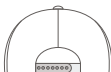
## TECH SPECS



200 gr./m<sup>2</sup>



one size

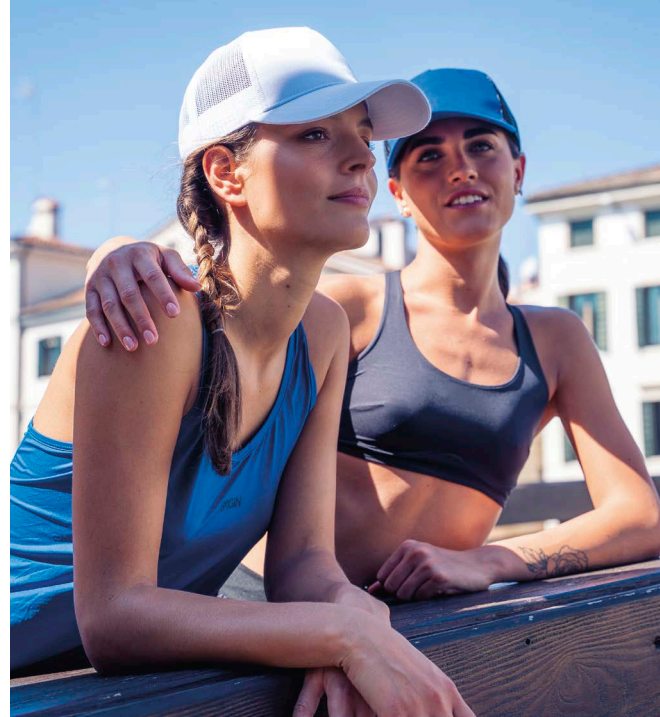


pvc recycled



## FEATURES





khaki-black



black-black



royal-black

# ZION

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

**SIDE&BACK:** 100% RECYCLED POLYESTER

Classic 5-panel trucker cap in recycled polyester twill. Recycled mesh and snapback closure. Wide crown for embroideries and patches. Light and breathable shape for everyday use.



navy-navy



white-white



olive-black



dk grey-black



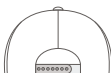
## TECH SPECS



200 gr./m<sup>2</sup>



one size



pvc recycled



## FEATURES





royal



white



black



# JOSHUA

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

Classic 6-panel baseball cap in 100% recycled polyester with curved visor and full prostitching. Adjustable closure with hook & loop. Perfect for sunny hikes or everyday life.



olive



navy



khaki



dk grey



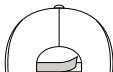
## TECH SPECS



200 gr./m<sup>2</sup>



one size



hook & loop  
closure



## FEATURES



olive



royal



dark grey

# FIJI

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

Structured 5-panel baseball cap made of 100% recycled polyester with curved visor and full prostitching. Wide space on the crown for custom patches and hook & loop closure at the back. Fine protection from the sun for summer trekking and outdoor life.



khaki



navy



white



black



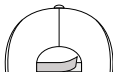
## TECH SPECS



200 gr/m²



one size



hook & loop  
closure



## FEATURES





white



black

# JAMES

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

Structured 6-panel cap with full prostitching and snapback pvc closure. Made of 100% recycled polyester. Old school look and flat visor shape.



olive



navy



royal



dk grey



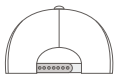
## TECH SPECS



200 gr./m<sup>2</sup>



one size



pvc recycled



## FEATURES





green



red



lt blue

# RECY FIVE

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

Classic structured 5-panel baseball cap  
made of 100% recycled polyester.  
Full prostitching, curved visor and 4 eyelets.



black



grey



royal



yellow



white



navy



3.5 

## TECH SPECS

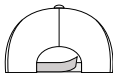
## FEATURES



220 gr./m²



one size



hook & loop  
closure



recycled polyester





# RECY SIX

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

Classic structured 6-panel baseball cap made of 100% recycled polyester.

Full prostitching, curved visor and 6 eyelets.



royal



black



red



white



navy



3.5 

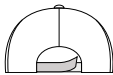
## TECH SPECS



220 gr/m<sup>2</sup>



one size



hook & loop  
closure



recycled polyester

## FEATURES





# DOPE DYEING

Dope dyeing is a dyeing technique typical of recycled polyester fabric. **It involves adding color pigment “upstream”, directly to the melted plastic solution before the fiber is made.**

Unlike traditional processes where yarns are produced and then dyed, with dope dyeing the pigments are trapped inside the plastic after it cools to a solid form, becoming part of the new, strong yarn. With this approach, **dyeing can be done by hot transfer without immersion in water.**

Production impact per 1 kg Woven Polyester Fabric

Material	Energy (MJ)	Water (l)	Waste (kg)	GHG (kg CO <sub>2</sub> )
Virgin Polyester	138	60	0.14-0.57	15
<b>Dope Dyeing Recy Polyester</b>	<b>45-63</b>	<b>0.44</b>	<b>0.20-0.26</b>	<b>12-13</b>



**54%-67%**  
less energy



**99%**  
less water



**35%-64%**  
less waste



**13%-20%**  
less CO<sub>2</sub>





# SKYE

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

Structured 6-panel cap made of dope dyed polyester, a recycled fabric dyed by hot transfer without immersion in water. Full prostitching, mid visor and 6 eyelets. High quality hook&loop closure.



royal



black



dk grey



coconut milk



navy



2.5 

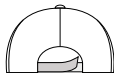
## TECH SPECS



255 gr/m²



one size



high quality  
hook & loop closure



## FEATURES







# ORGANIC COTTON

Organic cotton is cotton grown with **low environmental impact methods and products, without the use of pesticides and toxic chemical fertilizers** that persist in the cotton itself and in the environment.

It comes from controlled and organic crops. With this approach, **water consumption is reduced, soil fertility is maintained and better working and health conditions for farmers are guaranteed.**

After an intensified control of our entire production chain, we can confirm we have no direct business relationships with any manufacturer in **Xinjiang**, the native region of Uyghurs in western China and we are taking significant steps to ensure that there is no indirect involvement of Xinjiang labor in the manufacturing of our products.





**ORGANIC COTTON  
VS  
TRADITIONAL  
COTTON**



# TECH SPECS

# ORGANIC COTTON



## ORGANIC COTTON

cotton grown from crops using low-impact methods and materials, without pesticides and chemical fertilisers.

## ACCESSORIES



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

## WHAT YOU'RE SAVING WITH THIS CHOICE\*

**91%**  
OF **WATER** FROM IRRIGATION

**62%**  
OF **ENERGY** FROM PRODUCTION  
OF FERTILIZER

**46%**  
OF **CO<sub>2</sub>** EMISSIONS FROM PRODUCTION

\*source: Textile Exchange





**FRASER 43**



**NELSON 45**







**YALA 47**



**KID FRASER 49**



**KID YALA 51**





olive



pink



white

# FRASER

**MAIN FABRIC:** 100% ORGANIC COTTON TWILL

Unstructured 6-panel cap in organic cotton. Dad hat shape with mid visor and full metal buckle. Authentic fashion icon of the modern urban culture.



navy



cardinal red



dk grey



red



khaki



black



columbia blue



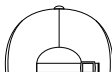
## TECH SPECS



260 gr./m<sup>2</sup>



one size



full metal buckle  
and metal hole

## FEATURES









# NELSON

**MAIN FABRIC:** 100% ORGANIC COTTON YARN

Comfortable beanie made of 100% organic cotton yarn, anallergic and natural fit.

Fine rib knitted with regular cuff and flat machine fit.



lt avio



black



lt grey



mustard



burgundy



navy



leaf green

## TECH SPECS



78 gr.



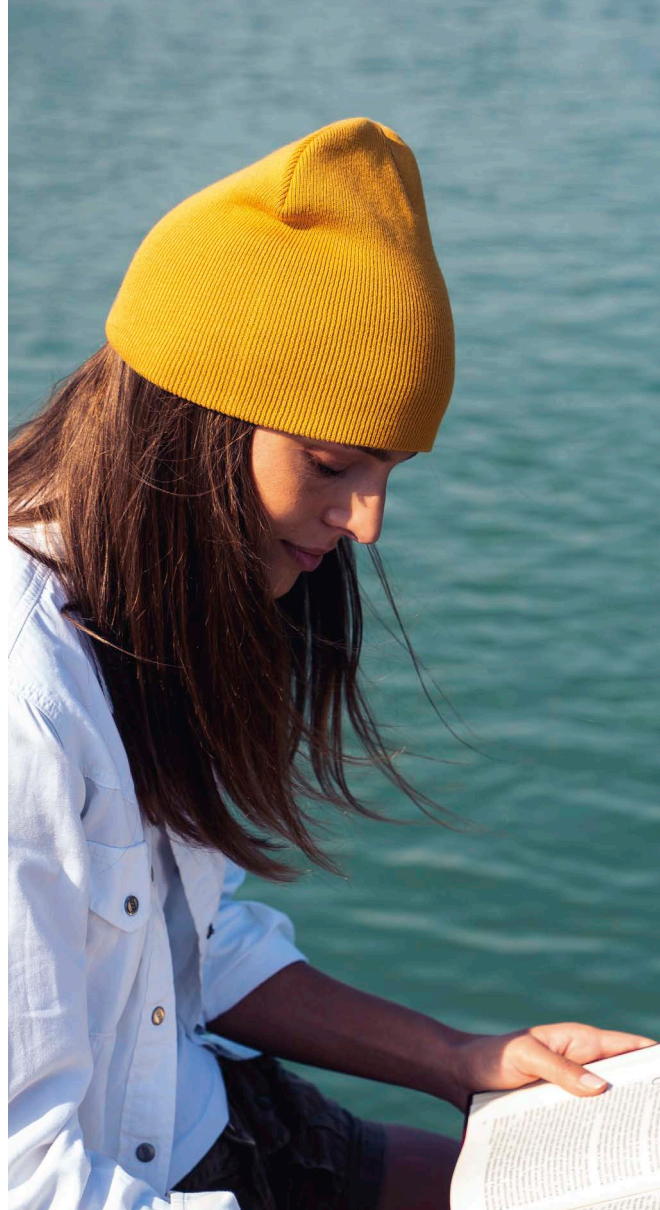
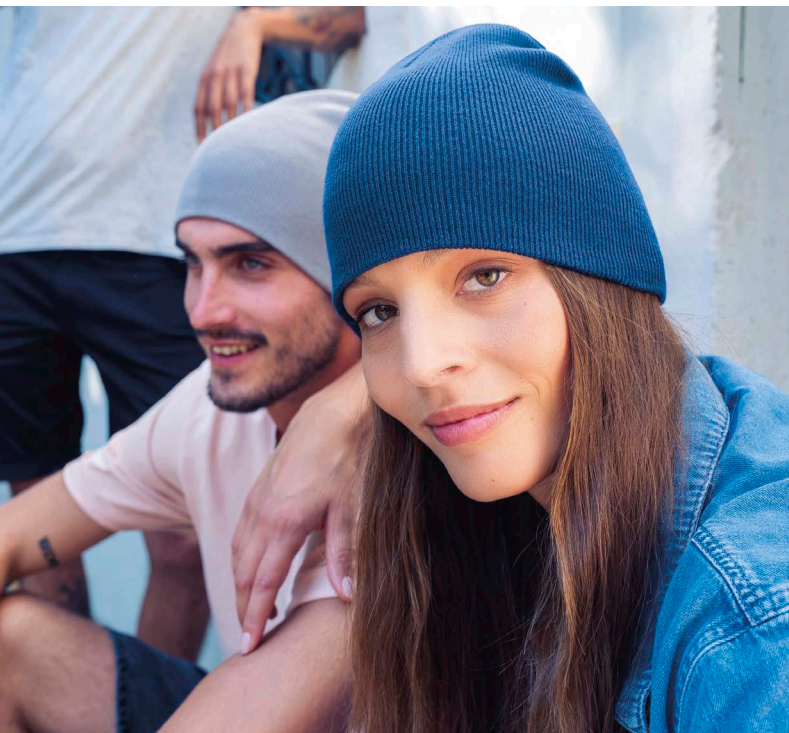
one size



organic cotton

## FEATURES





leaf green



navy



mustard

# YALA

**MAIN FABRIC:** 100% ORGANIC COTTON YARN

Comfortable beanie in 100% organic cotton yarn, anallergic and natural fit. Fine rib knitted made with circular machine.



orange



royal



burgundy



black



lt grey



olive



## TECH SPECS



60 gr.



one size



organic cotton

## FEATURES





khaki



pink



columbia blue

# KID FRASER

**MAIN FABRIC:** 100% ORGANIC COTTON TWILL

Unstructured 6-panel cap for kids, in organic cotton.  
Dad hat shape with mid visor and hook and loop closure.



navy



royal



red



black



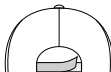
## TECH SPECS



260 gr./m<sup>2</sup>



kids size



hook & loop  
closure

## FEATURES







pink



leaf green



navy

# KID YALA

**MAIN FABRIC:** 100% ORGANIC COTTON YARN

Cozy beanie for kids in 100% organic cotton yarn, anallergic and natural fit. Fine rib knitted made with circular machine.



red



royal



It avio



black



## TECH SPECS



50 gr.



kids size



organic cotton

## FEATURES





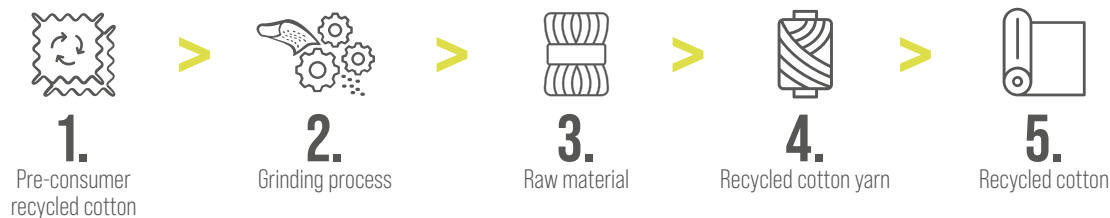
# RECYCLED COTTON

Recycled cotton is regenerated cotton fiber made from repurposed production scraps or second-hand clothes.

The pieces of fabric are sorted by color, shredded into yarn and then into raw fiber. The result is then spun back into yarns for reuse in other products.

**Recycled cotton can find new life** in many different textile accessories **using less energy, water, dyeing and can divert many products from landfills.**

## HOW IT'S MADE







**OLD CLOTHES  
FIND A SECOND  
LIFE AND A NEW  
PURPOSE WITH  
OUR RECYCLED  
COTTON BUCKET.**



# TECH SPECS RECYCLED COTTON



## RECYCLED COTTON

cotton fabric converted into fiber that can be reused in other textile products allowing the item to find a new purpose.

## ACCESSORIES

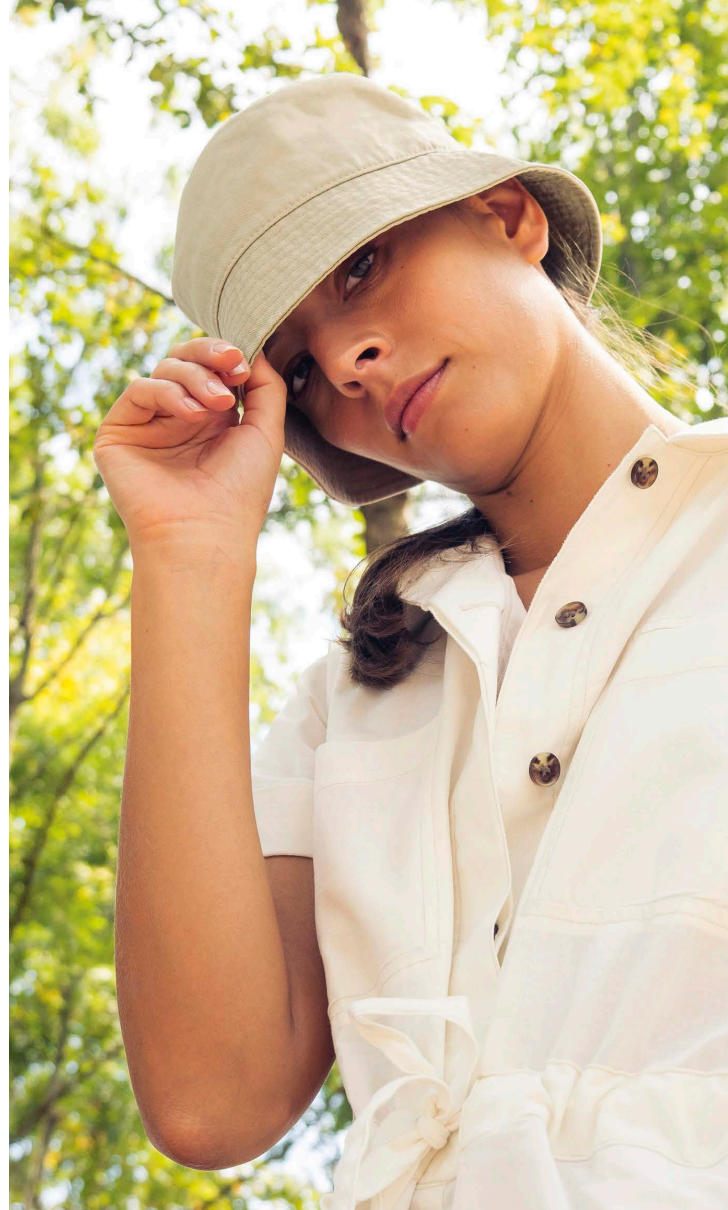


The new models made of recycled material can be identified from a flag woven label inside.

## BENEFITS FROM YOUR CHOICE

- REDUCTION IN **GREENHOUSE GAS** AND **CO<sub>2</sub> EMISSIONS**
- REDUCTION IN **WATER** CONSUMPTION
- LESS **ENERGY CONSUMPTION**
- MORE **AWARENESS** RAISING





# POWELL

**MAIN FABRIC:** 65% RECYCLED COTTON - 35% COTTON TWILL

Stylish and young bucket hat made with a mix of recycled cotton and virgin cotton twill. Short and steep brim that gives good, all-round protection, and can also be folded so the hat fits in a pocket when not in use. Two eyelets on the back for more ventilation.



khaki



navy



white



black



olive



dk grey



## TECH SPECS



260 gr./m<sup>2</sup>



one size



recycled cotton

## FEATURES







# 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.**





# GEO

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

Straightforward, simple and fully recycled. The Geo bucket is the ultimate classy 100% recycled polyester hat and fits loosely for a casual and easygoing feel.



dk grey



white



khaki



black



olive



navy

## TECH SPECS



200 gr./m<sup>2</sup>



one size



recycled polyester

## FEATURES