



# SUSTAINABILITY 2022 SERIES





**ATLANTIS  
IS AN ITALIAN BRAND  
SPECIALIZED IN DESIGNING  
AND MANUFACTURING  
HIGH-QUALITY  
HEADWEAR SINCE 1995.**





# 2022 CONCEPT

Journey is the word that best identifies **our path to 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® fiber.

Release of the first collection of hats and beanies made only from recycled or organic materials and lower impact production processes.

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 certified 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








# FALL WINTER SERIES





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



OAK 17



MAPLE 19



HOLLY 21

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





PURE 23

# TECH SPECS POLYLANA®

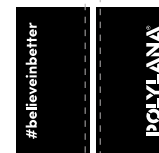
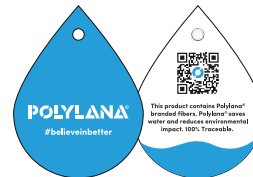


**AWARE™** is an integrity solution.  
A method that can authenticate recycled  
yarns in a final product to avoid greenwashing.



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

## ACCESSORIES



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 Polylana® yarn. Single-layer knitting with wide folded cuff and fully fashioned top. Lots of space for embroideries on the front.



rusty



olive



light blue



mustard



navy



light grey mel



acid green



black



9 L

## TECH SPECS

## FEATURES



102 gr.



one size



Soft  
yarn



recycled polyester

**POLYLANA®**

**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**STANDARD 100**  
20.HCN.34894 HOHENSTEIN HTTI  
Tested for harmful substances.  
[www.oeko-tex.com/standard100](http://www.oeko-tex.com/standard100)

{ AW-APPROVED }  
**VEGAN**







olive



black



royal





# MAPLE

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

Knitted beanie in Poly lana® 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 into a pocket when not in use.



navy



light grey mel



burgundy mel



dark grey mel



mustard



beige



7L

## TECH SPECS

## FEATURES



80 gr.



one size



Soft  
yarn



recycled polyester

**POLYLANA®**

OEKO-TEX®  
CONFIDENCE IN TEXTILES  
**STANDARD 100**  
20.HCN.34894 HOHENSTEIN HTTI  
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®**

**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**STANDARD 100**  
20.HCN.34894 HOHENSTEIN HTTI  
Tested for harmful substances.  
[www.oeko-tex.com/standard100](http://www.oeko-tex.com/standard100)

{ AW-APPROVED }  
**VEGAN**







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 Polylana®. 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.



dark grey mel

NEW



royal



burgundy mel



navy



black



light grey melange



mustard



olive



7L

## TECH SPECS

## FEATURES



80 gr.



one size



Soft  
yarn



recycled polyester

**POLYLANA®**

**OEKO-TEX®**  
CONFIDENCE IN TEXTILES  
**STANDARD 100**  
20.HCN.34894 HOHENSTEIN HTTI  
Tested for harmful substances.  
[www.oeko-tex.com/standard100](http://www.oeko-tex.com/standard100)

{ **AN-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





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





# 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

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

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

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

\*source: Repreve



**ANDY 31**



**BIRK 33**



**HOTTY-S 35**



**SHORE 37**



**RIO 39**

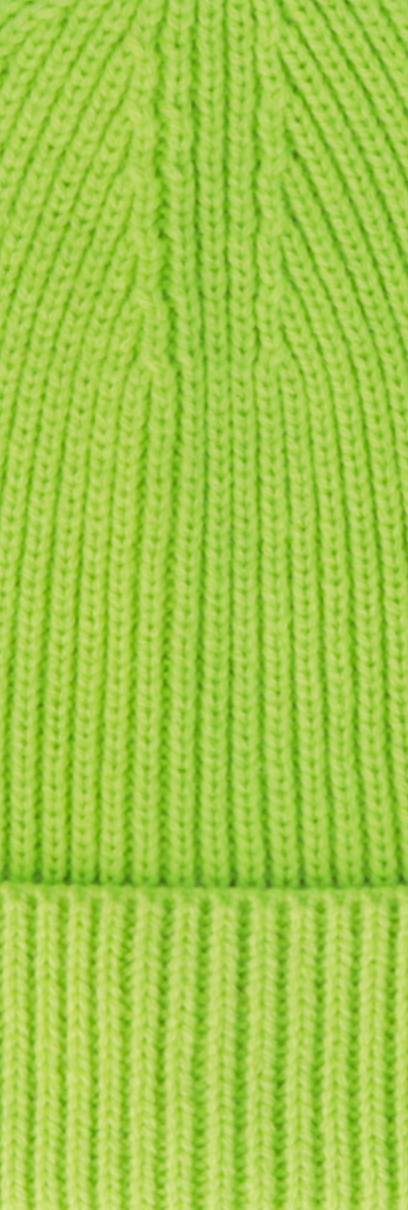


**SHINE 41**



**RECY BEANIE 43**





light grey mel



olive



navy



# ANDY

**MAIN FABRIC:** 50% 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



recycled polyester

## FEATURES



# BIRK

**MAIN FABRIC:** 100% 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 fit easily into a pocket when not in use.



royal



black



navy



dark grey



## TECH SPECS



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



one size



recycled polyester

## FEATURES





# HOTTY-S

**MAIN FABRIC:** 100% 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



recycled polyester

## FEATURES





NEW

beige



burgundy



dark grey mel



# SHORE

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

A must have beanie, half recycled, half acrylic.  
The sustainability of the Shore meets 90s style 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



recycled polyester

## FEATURES



NEW

light blue



NEW

acid green



NEW

beige

# RIO

**MAIN FABRIC:** 50% 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



recycled polyester

## FEATURES





# SHINE

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

Shine is the first beanie that combines sustainable fibers with a single bright reflex yarn.

The reflective details are the perfect solution for those who do not give up sport even when it's dark and cold.



dark grey



navy



black



olive



2.5 

## TECH SPECS



72 gr.



one size



recycled polyester



reflective

## FEATURES







# RECY BEANIE

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

Recy Beanie is the result of the perfect combination of softness and sustainability by recovering and recycling around 14 plastic bottles per kg of yarn.



black



navy



mustard



royal



bottle green



dark grey



0.5 

## TECH SPECS



50 gr.



one size



recycled polyester

## FEATURES





# SPRING SUMMER SERIES





# 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 53**



**ZION 55**



**JOSHUA 57**



**FIJI 59**





**JAMES 61**



**SAND 63**



**RECY FEEL 65**



**RECY THREE 67**



**GEO 69**





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



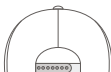
## TECH SPECS



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



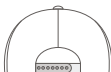
## TECH SPECS



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



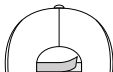
## TECH SPECS



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



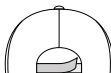
## TECH SPECS



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



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% certified recycled polyester. Old school look and flat visor shape.



olive



navy



royal



dk grey



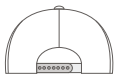
## TECH SPECS



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



one size



pvc recycled



## FEATURES



# SAND

**MAIN FABRIC:** 95% RECYCLED POLYESTER

Featuring a corded miniottoman exterior, Sand is made almost entirely of breathable recycled polyester.

The elastane fabric gives a stretchable universal fit making this hat completely suitable for sport and outdoor fun.



royal



navy



dark grey



white



black



1.5 

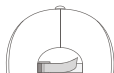
## TECH SPECS



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



one size



high quality  
hook & loop closure



REPREVE





royal



green fluo

# RECY FEEL

**MAIN FABRIC:** 100% RECYCLED POLYESTER

Constructed recovering 11 plastic bottles, per square meter, the Recy Feel is made with 100% recycled polyester fabric and represents the finest result of a sustainable choice.



navy



black



white



dark grey



1.5 

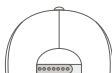
## TECH SPECS



115 gr./m²



one size



pvc recycled



## FEATURES





olive - black



black - black



dark grey - black



# RECY THREE

**MAIN FABRIC:** 60% RECYCLED COTTON CANVAS  
40% COTTON CANVAS

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

The Recy Three weaves three different materials, adding a stylish recycled polyester mesh and closure in R-PET.



royal - black



red - white



navy - navy



white - white



0.5 

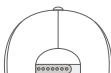
## TECH SPECS



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



one size



pvc recycled



## FEATURES



# 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.



NEW

dk grey



white



khaki



black



olive



navy



5

## TECH SPECS

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

one size



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 certified 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 

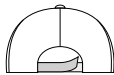
## TECH SPECS



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 certified 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 81**



**NELSON 83**







**YALA 85**



**KID FRASER 87**



**KID YALA 89**



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



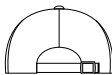
## TECH SPECS



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



one size



full metal buckle  
and metal hole

## FEATURES







# NELSON

**MAIN FABRIC:** 100% CERTIFIED 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







# 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



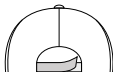
## TECH SPECS



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







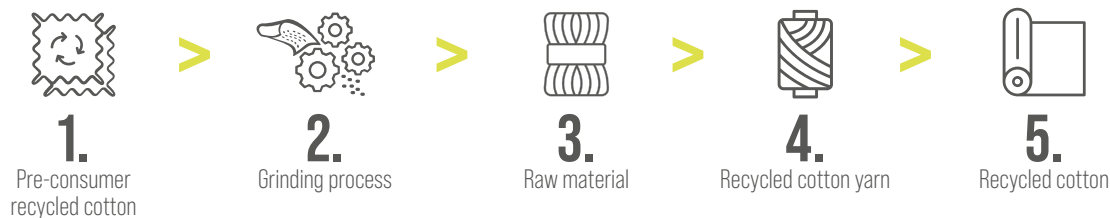
# RECYCLED COTTON

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./m²



one size



recycled cotton

## FEATURES

# INDEX

## FALL-WINTER

ANDY	31	RECYCLED POLYESTER
BIRK	33	RECYCLED POLYESTER
HOLLY	21	POLYLANA®
HOTTY-S	35	RECYCLED POLYESTER
MAPLE	19	POLYLANA®
OAK	17	POLYLANA®
PURE	23	POLYLANA®
RECY BEANIE	43	RECYCLED POLYESTER
RIO	39	RECYCLED POLYESTER
SHINE	41	RECYCLED POLYESTER
SHORE	37	RECYCLED POLYESTER

## SPRING-SUMMER

BRYCE	53	RECYCLED POLYESTER
FIJI	59	RECYCLED POLYESTER
FRASER	81	ORGANIC COTTON
GEO	69	RECYCLED POLYESTER
JAMES	61	RECYCLED POLYESTER
JOSHUA	57	RECYCLED POLYESTER
KID FRASER	87	ORGANIC COTTON
KID YALA	89	ORGANIC COTTON
NELSON	83	ORGANIC COTTON
POWELL	95	RECYCLED COTTON
RECY FEEL	65	RECYCLED POLYESTER

RECY THREE	67	RECYCLED POLYESTER
SAND	63	RECYCLED POLYESTER
SKYE	73	DOPE DYEING
YALA	85	ORGANIC COTTON
ZION	55	RECYCLED POLYESTER





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