



FALL WINTER

21/22

SUSTAINABLE HEADWEAR LOOKBOOK

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





2022 CONCEPT

Journey is the word that better identifies **our path towards a sustainable business**. Like every journey, we have been influenced by the natural elements we met on the road and, designing the new collection, we were inspired by the beauty and the pureness 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, therefore **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 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 Polyлана® fiber.

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

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 circle.

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.

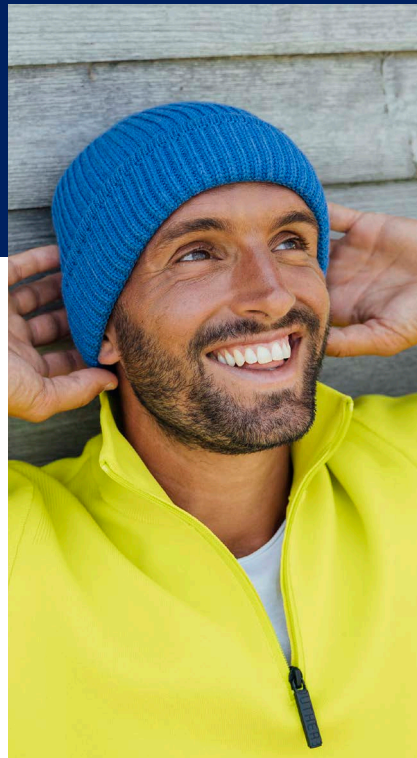
Polylana® fiber allows to be blended with any natural and synthetic fiber to enhance and adjust performance, look, or other characteristics of the final product.



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®

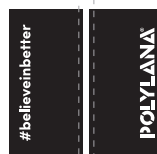
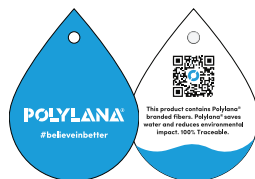


AWARE™ is an integrity solution.
A method that can authenticate recycled
yarns in a final product to avoid greenwashing.

{ PETA - APPROVED
VEGAN }

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®
#beieveinbetter 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. Lot 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
Tested for harmful substances.
www.oeko-tex.com/standard100

{ PETA - 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 in 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®



Global Recycled
Standard

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
Tested for harmful substances.
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
Tested for harmful substances.
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





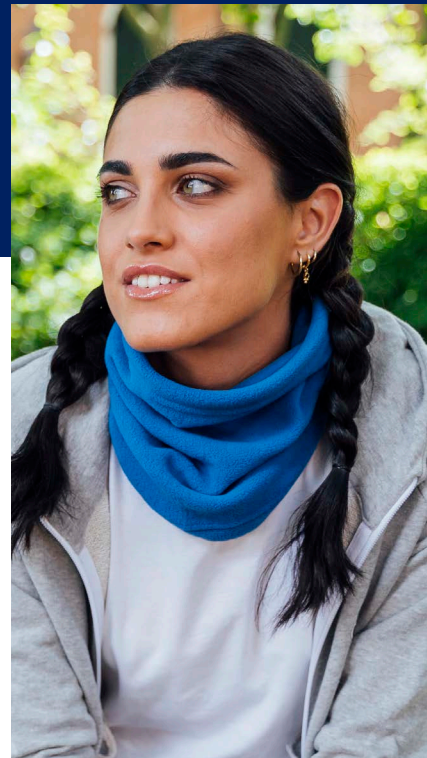
LOOK FOR
THIS ICON 
TO FIND OUT
HOW MANY
BOTTLES HAVE
BEEN RECYCLED
FOR EACH CAP



ANDY 25



BIRK 27



HOTTY-S 29

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.

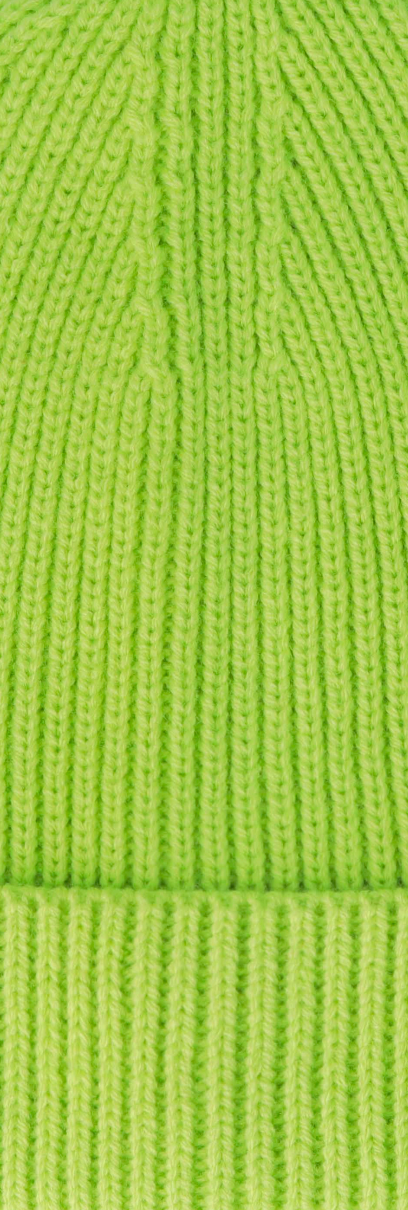
WHAT YOU'RE SAVING WITH THIS CHOICE

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



recycled polyester



FEATURES



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/m²



one size

FEATURES



recycled polyester





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/m²



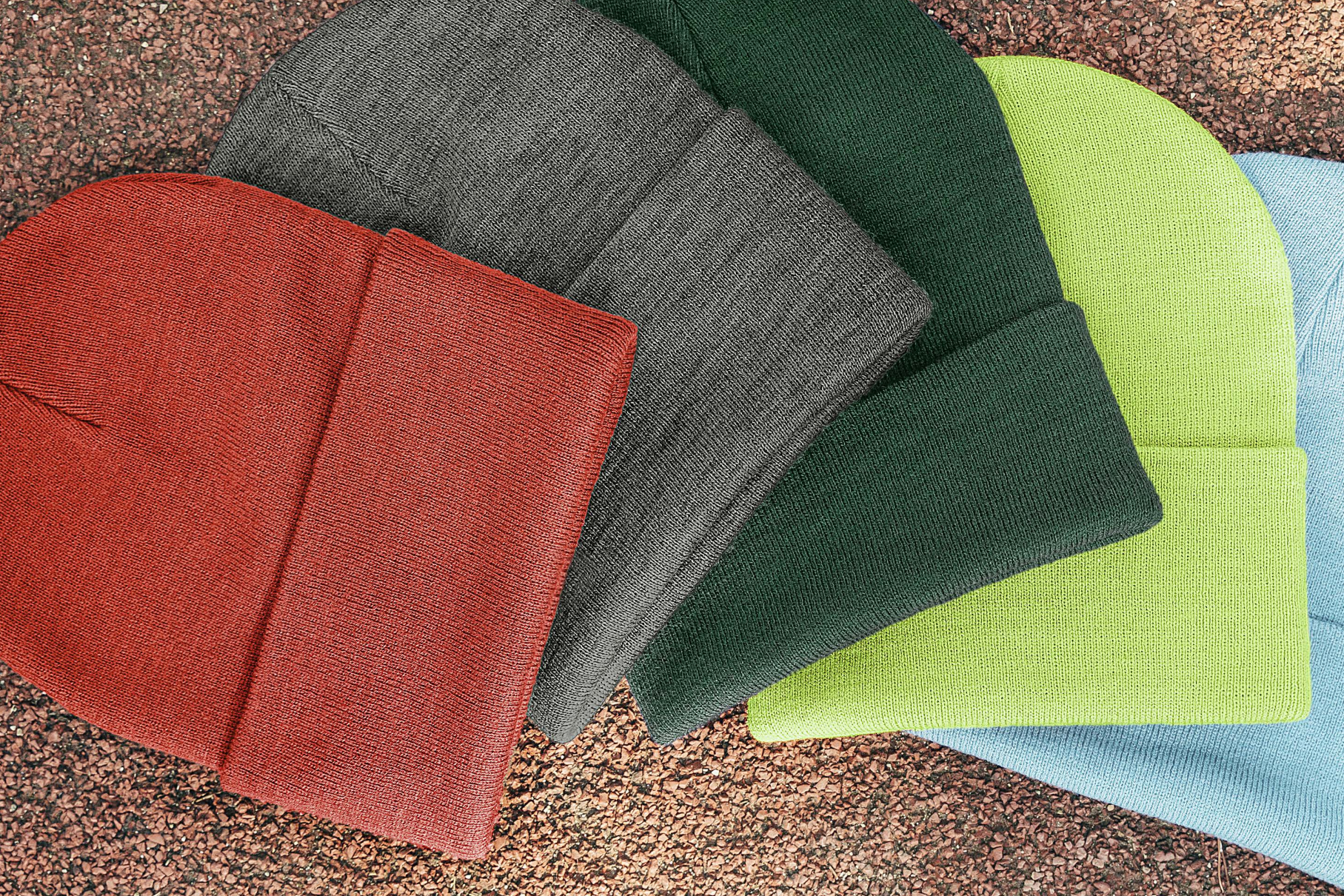
25x28 cm



recycled polyester



Global Recycled
Standard





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 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
Tested for harmful substances.
www.oeko-tex.com/standard100

{ 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



recycled polyester



FEATURES



NEW

light blue



NEW

acid green



NEW

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



recycled polyester



Global Recycled
Standard

FEATURES



FIND OUT MORE ABOUT ATLANTIS PRODUCTS AND FOLLOW OUR JOURNEY AND SUSTAINABILITY PROJECT ON [ATLANTISHEADWEAR.COM](https://atlantisheadwear.com)

Credits

Photos by Andrea Verzola

Location: @sanservolovenezia

Special thanks to @cafoscari

Outfit by @alessandrachamonix - @outhere_official

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ON THE ROAD TO SUSTAINABLE HEADWEAR



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