



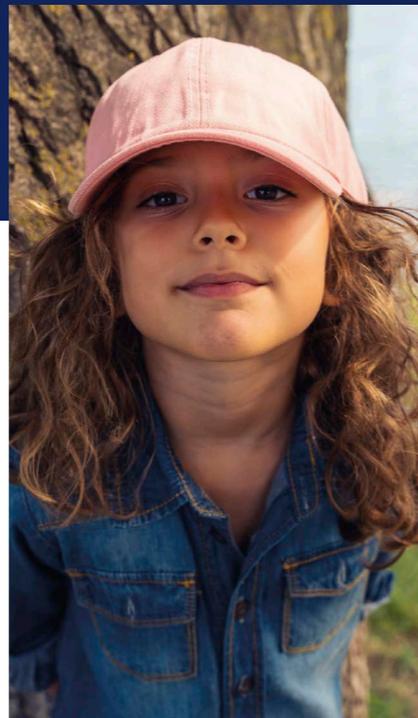
SPRING SUMMER

2022

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 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.

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

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

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

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

2018



2019



2020



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





TECH SPECS RECYCLED POLYESTER

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

*approximate calculation made according to material supplier info



CERTIFIED RECYCLED POLYESTER

Yarn made from polymers obtained by recycling plastic bottles.

ACCESSORIES



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.



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

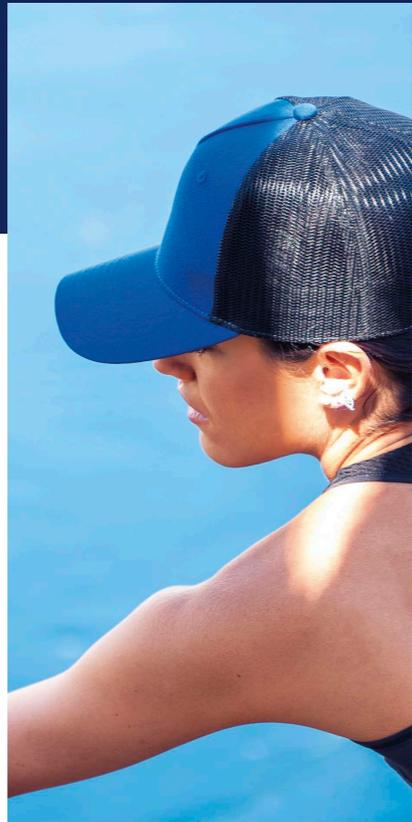
20%
OF WATER USE

30%
OF GREENHOUSE GAS EMISSION

*source: Repreve®



BRYCE 19



ZION 21



JOSHUA 23



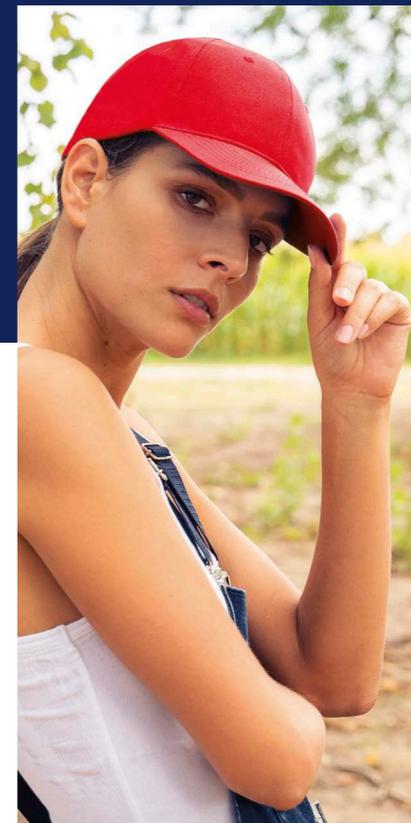
FIJI 25



JAMES 27



RECY FIVE 29



RECY SIX 31



SKYE 35



BRYCE

MAIN FABRIC: 100% CERTIFIED RECYCLED POLYESTER TWILL
SIDE&BACK: 100% CERTIFIED 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.



white-white



olive-black



black-black



royal-black



navy-navy



khaki-black



dk grey-black

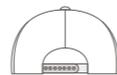
TECH SPECS



200 gr/m²



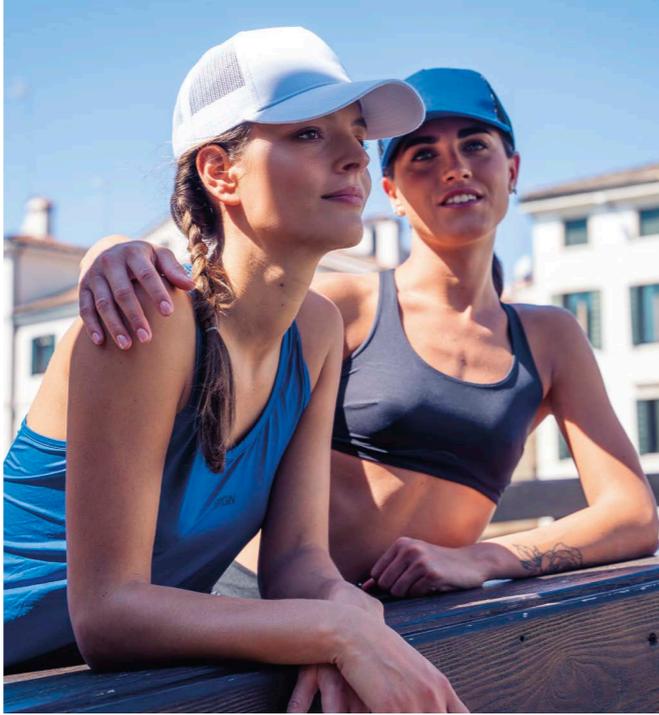
one size



pvc recycled

FEATURES





ZION

MAIN FABRIC: 100% CERTIFIED RECYCLED POLYESTER TWILL
SIDE&BACK: 100% CERTIFIED 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.



khaki-black



black-black



royal-black



navy-navy



white-white



olive-black



dk grey-black



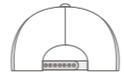
TECH SPECS FEATURES



200 gr./m²



one size



pvc recycled





NEW

JOSHUA

MAIN FABRIC: 100% CERTIFIED 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.



royal



white



black



olive



navy



khaki



dk grey



TECH SPECS



200 gr./m²



one size



hook & loop closure

FEATURES





NEW

FIJI

MAIN FABRIC: 100% CERTIFIED 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.



olive



royal



dark grey



khaki



navy



white



black



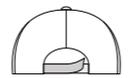
TECH SPECS



200 gr/m²



one size



hook & loop closure

FEATURES





NEW

JAMES

MAIN FABRIC: 100% CERTIFIED 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.



white



olive



navy



black



royal



dk grey



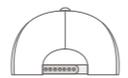
TECH SPECS



200 gr./m²



one size



pvc recycled

FEATURES





NEW

RECY FIVE

MAIN FABRIC: 100% CERTIFIED RECYCLED POLYESTER TWILL

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



green



red



lt blue



black



grey



royal



yellow



white



navy

3.5 

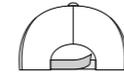
TECH SPECS



220 gr/m²



one size



hook & loop closure

FEATURES



recycled polyester





NEW

RECY SIX

MAIN FABRIC: 100% CERTIFIED RECYCLED POLYESTER TWILL

Classic structured 6-panel baseball cap made of 100% certified recycled polyester. Full prostitching, curved visor and 6 eyelets.



3.5 

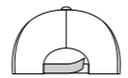
TECH SPECS



220 gr./m²



one size



hook & loop closure

FEATURES



recycled polyester



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 CO2)
Virgin Polyester	138	60	0.14-0.57	15
Dope Dyeing Recy Polyester	45-63	0.44	0.20-0.26	12-13



54%-67%
less energy



99%
less water



35%-64%
less waste



13%-20%
less CO₂



SKYE

MAIN FABRIC: 100% CERTIFIED 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 

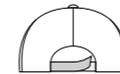
TECH SPECS



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



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



GLOBAL ORGANIC TEXTILE STANDARD
is the world's leading processing standard for textiles made from organic fibres. It defines high-level environmental criteria along the supply chain and requires compliance with social criteria.

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 **CO₂** EMISSIONS FROM PRODUCTION

*source: Textile Exchange



FRASER 43



NELSON 45



YALA 47



KID FRASER 49



KID YALA 51



NEW

FRASER

MAIN FABRIC: 100% CERTIFIED ORGANIC COTTON TWILL

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



olive



pink



white



navy



cardinal red



dk grey



red



khaki



black



columbia blue



TECH SPECS



260 gr./m²



one size



full metal buckle and metal hole

FEATURES





NEW

NELSON

MAIN FABRIC: 100% CERTIFIED ORGANIC COTTON YARN

Comfortable beanie made of 100% certified 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

FEATURES



organic cotton





NEW

YALA

MAIN FABRIC: 100% CERTIFIED ORGANIC COTTON YARN

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



leaf green



navy



mustard



orange



royal



burgundy



black



lt grey



olive



TECH SPECS



60 gr.



one size

FEATURES



organic cotton





NEW

KID FRASER

MAIN FABRIC: 100% CERTIFIED ORGANIC COTTON TWILL

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



khaki



pink



columbia blue



navy



royal



red



black



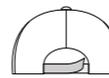
TECH SPECS



260 gr./m²



kids size



hook & loop closure

FEATURES





NEW

KID YALA

MAIN FABRIC: 100% CERTIFIED ORGANIC COTTON YARN

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



pink



leaf green



navy



red



royal



lt avio



black

TECH SPECS



50 gr.



kids size

FEATURES



organic cotton





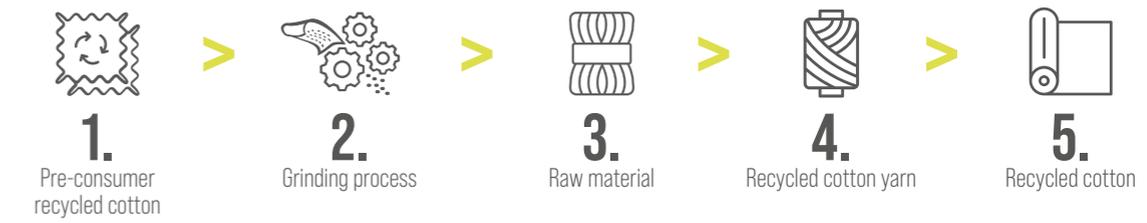
RECYCLED COTTON

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



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

ACCESSORIES



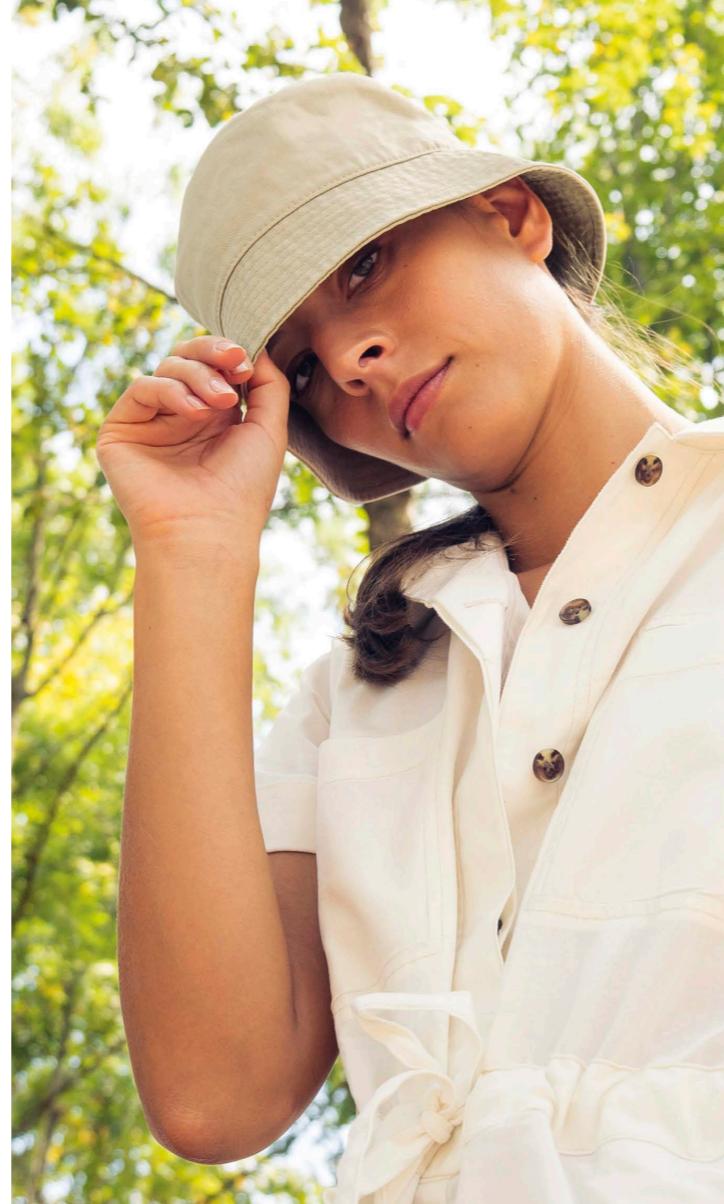
THE GLOBAL RECYCLED STANDARD (GRS)
is an international, full product standard that sets requirements for third-party certification of Recycled Content and chain of custody.



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 CO₂ EMISSIONS**
- REDUCTION IN **WATER CONSUMPTION**
- LESS **ENERGY CONSUMPTION**
- MORE **AWARENESS RAISING**



POWELL

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

Stylish and young bucket hat made with a mix of certified 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

FEATURES



recycled cotton



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 COLORS

GEO

MAIN FABRIC: 100% CERTIFIED 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

NEW



white



khaki



black



olive



navy

TECH SPECS



200 gr/m²



one size

FEATURES



recycled polyester



Global Recycled Standard



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

Credits

Photos by Andrea Verzola
Art direction by Notorius Agency®
Printed by Grafiche Italprint

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ON THE ROAD TO SUSTAINABLE HEADWEAR