



Atlantis
headwear evolution



2024 Sustainability Series



Atlantis is an **italian brand** specialized in designing and manufacturing **high-quality headwear** since 1995

Atlantis collection

Collection after collection we are working to convert each product with conventional fabrics and features to preferred alternatives with organic and recycled material.

We decided to use these materials not only on new items, but to aim for the **progressive conversion, by 2025, of all the conventional materials of our best sellers with preferred ones, while remaining faithful in design and quality.**

The products that will not be able to take part in this transition will be eliminated.

To identify better the products designed with a **sustainable mindset**, look for the **green S**: old name, same look and new sustainable soul.

Headwear as we have always done, but in a more responsible way



Our best sellers, same look with a **new sustainable soul** for our revolutionary products.



Wear what you believe.
Follow the green leaf to spread our commitment.

Our sustainability journey

2018

Begin of the sustainability journey: Oeko-Tex® Standard 100 certification, more respectful of the environment dyeing processes and traceability passport for the products

2019

Launch of recycled polyester and organic cotton products in Atlantis collection

2020

First Sustainability Report

2021

Release of our Code of Conduct and enlargement of our green offer, with the introduction of the Polylana® fiber

2022

Headwear evolution: new logo, new payoff. Launch of the first entirely sustainable collection

2023

Transition from conventional fabrics to the *preferred* ones of our bestsellers. LCA analysis and second Sustainability Report

2024

New ReTraze® recycled visors and Polartec® recycled lining. The company obtains GOTS and GRS certification

2025

Sustainability Goal: introducing 100% of Atlantis items with reduced environmental impact, by 2025



How we reduce our impacts

Product Sustainability Framework

The compass of our commitment

We have an **ambitious goal**: to produce 100 per cent of Atlantis products with reduced environmental impact characteristics by 2025. To reach this goal, we have developed the **Product Sustainability Framework**, a guiding document that sets out four **Sustainability Principles** that must guide our sourcing and production choices with a view to reducing their impact on the environment.

As a 'must-have' principle of our Framework, we have identified the increasing use of so-called **preferred* materials** as a necessary step to act on one of the most impactful aspects of the fashion industry.

*A fiber or raw material that offers consistently reduced impacts and greater benefits for climate, nature and people than the conventional equivalent, through a holistic approach to transforming production systems.

Life Cycle Assessment (LCA)

The method to measure and improve

To make our impact reduction path credible, we rely on scientifically relevant tools and studies. The most important one for us is the **LCA (Life Cycle Assessment)** methodology, i.e., the **analysis of the entire life cycle of our products** from the moment they are designed and manufactured to the moment they fulfil their function.

Why we rely on LCA studies

- to **identify and improve** the environmental impacts of our products at each stage of their life cycle
- to **select the most sustainable alternative** from the options available on the market, particularly with regard to the choice of fabrics and hat components
- to effectively **plan targeted strategies** to reduce our emissions
- to **communicate** the reduced environmental characteristics of our products in a transparent and timely manner



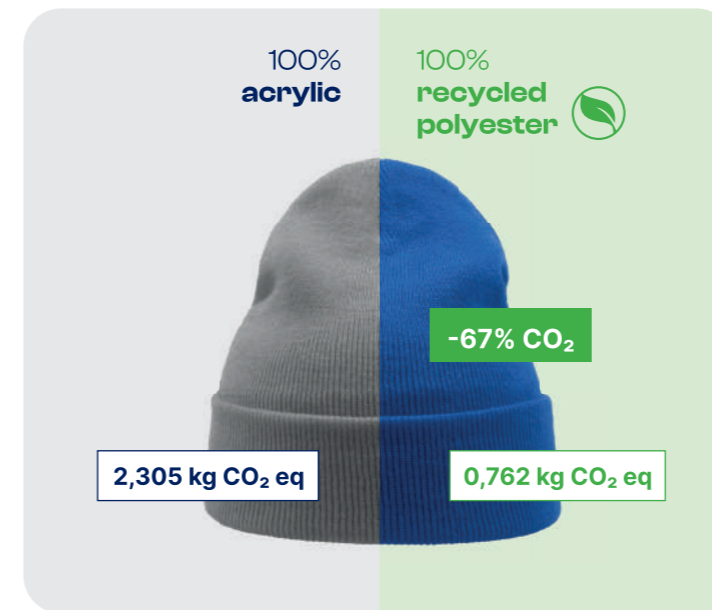


1. Preferred materials

A choice with real impact

The LCA study carried out on our best-selling products speaks for itself: the majority of **CO₂ eq emissions** are actually related to the production of the **materials** that make up our hats (fabrics and other components), contributing between **45.5%** and **75%** of emissions over the entire product life cycle.

The same study also tells us that an Atlantis cap made from **recycled polyester** (instead of acrylic) can **reduce 67% of CO₂** in the stages from raw material sourcing to distribution.



WIND

*Images of the LCA applied on some iconic models: Co2eq measurement of the Atlantis hat model WIND and comparative analysis, which highlights and quantifies the benefits of recycled polyester



HIT

Images of the LCA applied on some iconic models: Co2eq measurement of the Atlantis hat model HIT and comparative analysis, which highlights and quantifies the benefits of organic cotton

We communicate the results of our LCA studies in a clear and accessible way so that our customers can easily understand the real impact of our decisions. That is why we have started to highlight the **CO₂ emission savings associated with the choice of a specific preferred material** and will continue in this direction year after year.

We strive to select more and more *preferred* materials for our hats, a choice that is not limited to fabrics but also includes important components such as visors.

Whenever possible, **we favor recycled**. It is an option that ensures a lower environmental impact of our products as it does not involve the use of virgin raw materials and allows us to recover materials that would otherwise end up in landfills. Alternatively, **we opt for virgin materials** with a low environmental impact or from regenerative production.

Recycled materials

▾ Recycled cotton

fabrics and sweatbands

pag. 179



▾ Recycled polyester

fabrics and sweatbands

pag. 169



▾ Recycled nylon

fabrics

pag. 175



▾ Polartec® with recycled polyester

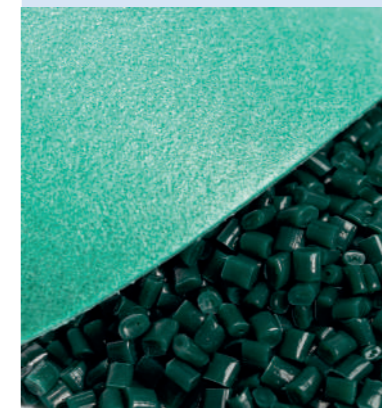
pag. 17



▾ Recycled PE

visors

pag. 15

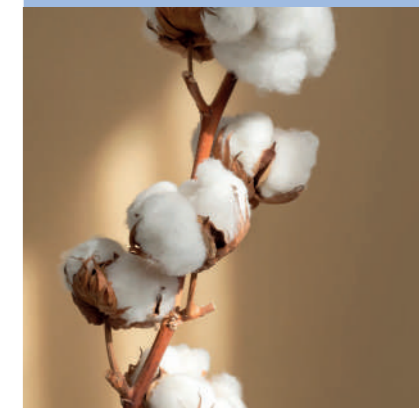


Virgin materials with reduced environmental impact

▾ Organic cotton

fabrics and sweatbands

pag. 177



2. Features

From every collection we are going further, converting every traditional component into a recycled alternative

- Recycled buckram
- Recycled closures
- Recycled sweatband
- Recycled taping
- Recycled lamination

➤ Recycled visor

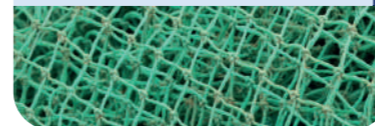
From this collection we are introducing **new recycled visors from plastic bottles and fishing nets.**

We are partnering with **Recyctex** for the upcycling of the fishnets, in fact, each year, between 640,000 and 800,000 tons of nets are abandoned in the ocean. According to the Food and Agriculture Organization of the United Nations (FAO), it is estimated that 10% of all marine waste is made up of disused fishing nets.

Since 2016, **ReTraze®** has been collaborating with small business owners, fishermen, and NGOs to collect these discarded fishing nets. Their mission isn't just ecological: after years of careful research and improvements, they have successfully established a vertical supply chain to transform these discarded fishing nets into **100% recycled PE ReTraze®** fishing net panels.

The process implemented by **ReTraze®** is a physical recycling method: sorting, cutting, washing, melting, chipping, extrusion and cutting. Through their efforts, they not only reduce waste, but also create a product that stands testament to the potential of responsible recycling.

Discarded fishing nets



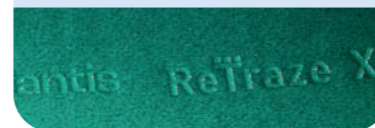
Fishing nets scraps



Chips
100% recycled PE



ReTraze® fishing nets panel

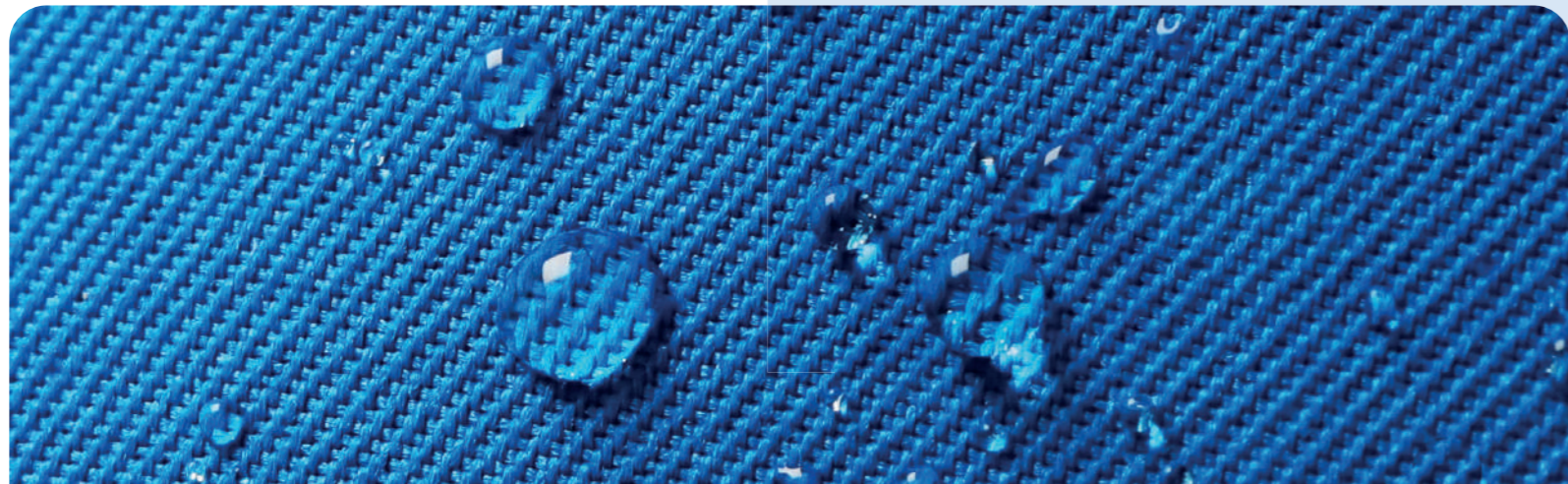


3. Technologies

Thanks to our continuous R&D we do our best to make the traditional treatments more human and eco-friendly, maintaining the high quality and performance of our fabrics.

WR-PFC free it's our **water-resistant treatment** that keeps our caps dry without environmentally harmful components. The finishing gives the fabric water-resistant characteristics, **without the use of PFCs (perfluorocarbons)** compounds, which are not biodegradable and harm the environment, human and animal health.

Polartec® is one of the most widely recognized fabric brands to produce **thermal fabric for outdoor apparel**. With greater resiliency, lightweight warmth and fast dry times, Polartec® fleece are **made of post-consumer recycled polyester** from recycled water bottles to ensure not only great performance but also less impact on the environment.



4. Stickers & hangtags

With the aim of minimizing our impact across the entire product lifecycle, we have decided to **reduce weight, quantity and use recycled materials on all our packaging and accessories.**

We also comply with **Italian legislation on environmental labelling** to raise customer/supplier awareness of the sustainability policies adopted.

stickers
and hangtags
in recycled paper

number of stickers
and hangtags
reduced

new recycled
polybags





SUMMER



CRUZ

MAIN FABRIC: 80% ORGANIC COTTON TWILL - 20% RECYCLED COTTON

Unstructured old school cap made of a blend of recycled and organic cotton canvas. It features a flat visor and a recycled snapback closure.



white



dark grey



olive



navy



dark mustard



black



khaki



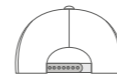
TECH SPECS



260 gr./m²



one size



recy snapback



flat visor

FEATURES

SUSTAINABLE FEATURES



-59% vs standard materials





LIBERTY SANDWICH **S**

MAIN FABRIC: 80% ORGANIC COTTON TWILL - 20% RECYCLED COTTON

Essential cap made of a blend of recycled and organic cotton, it features a curved visor with color sandwich and a buckle with sewn hole in the back.



olive - white



dark grey - white



royal - white



white - white



khaki - khaki



black - black



navy - navy



red - white



black - white



grey - white



white - navy



navy - white



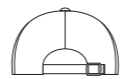
TECH SPECS



270 gr./m²



one size



full metal buckle and metal hole



curved visor

FEATURES

SUSTAINABLE FEATURES



-36% vs standard materials



DAD HAT S

MAIN FABRIC: 80% ORGANIC COTTON TWILL - 20% RECYCLED COTTON

Original dad hat shape with unstructured crown, made of a blend of recycled and organic cotton. Closed at the back by a buckle with metal hole.



olive



black



white



mustard



dark grey



khaki



grey



navy



cardinal



stone



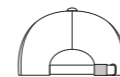
TECH SPECS



280 gr./m²



one size



buckle and metal hole

FEATURES



mid visor

SUSTAINABLE FEATURES



-38% vs standard materials





DAD HAT DESTROYED **S**

MAIN FABRIC: 80% ORGANIC COTTON TWILL - 20% RECYCLED COTTON

Original dad hat shape with unstructured crown, made of a blend of recycled and organic cotton. Closed at the back by a buckle with metal hole. Rips and cuts on the visor for a vintage and urban look.



olive



grey



navy



white



dark grey



cardinal



black

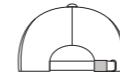
TECH SPECS



280 gr./m²



one size



buckle and metal hole



mid visor

FEATURES

SUSTAINABLE FEATURES



-38% vs standard materials



SONICS

MAIN FABRIC: 80% ORGANIC COTTON TWILL - 20% RECYCLED COTTON

Colorful trucker style with 6-panel structure. Made of a mix of recycled and organic cotton, it features a mid visor and a recycled snapback closure. To finish the garment, breathable mesh in recycled polyester.



black - black



olive - black



dark grey - black



white - white



navy - grey - white



mustard - black



black - grey - white



navy - cardinal - white



cardinal - black



grey - black



navy - navy



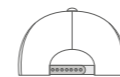
TECH SPECS



280 gr./m²



one size



recy snapback



mid visor

FEATURES

SUSTAINABLE FEATURES



-29% vs standard materials



GATSBY STREET

MAIN FABRIC: 80% ORGANIC COTTON TWILL - 20% RECYCLED COTTON

Retrò style made of a blend of recycled and organic cotton canvas, with soft crown, fully buckled closure and mid visor.



olive



navy



black



khaki



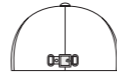
TECH SPECS



260 gr./m²



one size



metal brass adjusted closure



mid visor

FEATURES

SUSTAINABLE FEATURES



-41% vs standard materials



GLOBE TROTTERS

MAIN FABRIC: 80% ORGANIC COTTON TWILL - 20% RECYCLED COTTON

Must-have hat for travellers, it is made of a blend of recycled and organic cotton canvas.



khaki



olive

TECH SPECS



260 gr./m²



s/m
l/xl

SUSTAINABLE FEATURES



-47% vs standard materials



SNAP BACK **S**

MAIN FABRIC: 100% RECYCLED POLYESTER TWILL

Streetwear style that features flat visor and recycled snapback closure. It is made of recycled polyester twill.



navy



cardinal



black



white



royal



dark grey



grey



red



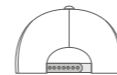
TECH SPECS



300 gr/m²



one size



recy snapback



flat visor

FEATURES

SUSTAINABLE FEATURES



5.5



-15%

vs standard materials



SNAP FIVE

MAIN FABRIC: 100% RECYCLED POLYESTER TWILL

5-panel version of the Snap family in recycled polyester twill, it features flat visor and recycled snapback closure, typical of the streetwear culture.



navy



red



black



royal



dark grey



white



grey



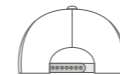
TECH SPECS



300 gr./m²



one size



recy snapback



flat visor

FEATURES

SUSTAINABLE FEATURES



5.5



-15%

vs standard materials



SNAP MESH **S**

MAIN FABRIC: 100% RECYCLED POLYESTER TWILL

SIDE&BACK: 100% RECYCLED POLYESTER MESH

Trucker version of the Snap family in recycled polyester twill, it features flat visor and recycled snapback closure, typical of the streetwear culture.



black - black



white - white



royal - royal



navy - navy



red - red



dark grey - black



yellow fluo - black



orange fluo - black



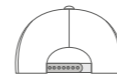
TECH SPECS



300 gr./m²



one size



recy snapback



flat visor

FEATURES

SUSTAINABLE FEATURES



4.5



-15%

vs standard materials



BEAT **S**

MAIN FABRIC: 100% RECYCLED POLYESTER TWILL

All-round hat for any situation, in recycled polyester twill, with mid visor and recycled snapback closure.



red



khaki



black



royal



dark grey



white



grey



navy



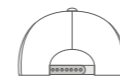
TECH SPECS



300 gr./m²



one size



recy snapback



mid visor

FEATURES

SUSTAINABLE FEATURES



5.5



-14%

vs standard materials



REFLECT S

MAIN FABRIC: 100% RECYCLED POLYESTER

Baseball shape made of recycled polyester with reflective piping on visor and closure for high visibility when it's dark. It features a curved visor, a buckle with sewn hole at the back and an eco-friendly water resistant treatment.



royal



black



navy



red



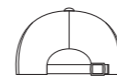
TECH SPECS



200 gr./m²



one size



snap buckle with sewn hole



curved visor



reflective

FEATURES

SUSTAINABLE FEATURES



WR-PFC free



4.5



-13%

vs standard materials



KAI

MAIN FABRIC: 97% RECYCLED POLYESTER - 3% ELASTANE

Casual all-around hat made of recycled polyester and elastane. It features a mid visor, recycled dry-tech sweatband and a HQ hook&loop closure with elastic and buckle.



sage



black



dark grey



white



navy



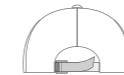
TECH SPECS



195 gr./m²



one size



high quality hook-and-loop closure



mid visor



upf 50+

FEATURES

SUSTAINABLE FEATURES



WR-PFC free



recycled dry-tech



3



-13%

vs standard materials



PITCH

MAIN FABRIC: 97% RECYCLED POLYESTER - 3% ELASTANE

Casual all-around hat made of recycled polyester and elastane. It features an elastic sweatband and a full closure for a comfortable fit.



navy



dark grey



black

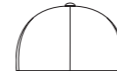
TECH SPECS



200 gr./m²



s/m
l/xl



fully closed



mid visor

FEATURES

SUSTAINABLE FEATURES



3.5



-14%

vs standard materials



BUCKET POCKET **S**

MAIN FABRIC: 100% RECYCLED POLYESTER RIPSTOP

Outdoor reversible bucket hat in recycled polyester ripstop. Soft crown that can be easily folded inside its pocket. Eco-friendly water resistant treatment.



black - grey



olive - light olive



mustard - black



navy - grey



TECH SPECS



85 gr.



one size

FEATURES



reversible

SUSTAINABLE FEATURES



WR-PFC free



-13% vs standard materials



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.



dark grey



cardinal red



white



pink



columbia blue



olive



navy



red



khaki



black



stone



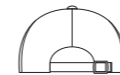
TECH SPECS



260 gr./m²



one size



full metal buckle and metal hole

FEATURES



mid visor



SAND

MAIN FABRIC: 95% RECYCLED POLYESTER 5% ELASTANE

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.



navy



white



black



royal



dark grey



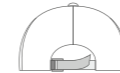
TECH SPECS



230 gr./m²



one size



high quality
hook-and-loop closure



mid visor

FEATURES

SUSTAINABLE FEATURES





BONDS

MAIN FABRIC: 97% RECYCLED POLYESTER 3% ELASTANE

Comfortable structured hat made of recycled polyester and elastane. Seamless construction for maximum comfort and performance. Baseball shape with dry-tech sweatband and curved visor. High quality hook-and-loop closure.



black



white



navy



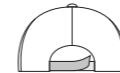
TECH SPECS



190 gr./m²



one size



high quality
hook-and-loop closure



curved visor



seamless

FEATURES



WR-PFC free



recycled
dry-tech



4.5

SUSTAINABLE FEATURES



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-and-loop closure.



royal



black



dark grey



navy



coconut milk



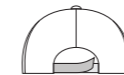
TECH SPECS



255 gr./m²



one size



high quality
hook-and-loop closure



mid visor

FEATURES

SUSTAINABLE FEATURES



dye free



Aqua-

ReTraze



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.



dark grey



white



royal



green fluo



navy



black



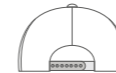
TECH SPECS



115 gr./m²



one size



recy snapback



mid visor

FEATURES

SUSTAINABLE FEATURES





ESTORIL S

MAIN FABRIC: 100% RECYCLED POLYESTER JACQUARD

Classic automotive cap revisited in recycled polyester jacquard. Structured shape with high quality hook-and-loop closure with plastic hole. Curved visor with contrasting piping insert, typical of the automotive world.



dark grey



red



royal



black



white



navy



grey



bottle green



burgundy



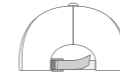
TECH SPECS



170 gr./m²



one size



high quality
hook-and-loop closure



curved visor

FEATURES

SUSTAINABLE FEATURES



5.5



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-and-loop. Perfect for sunny hikes or everyday life.



bottle green



khaki



dark grey



white



red



navy



royal



olive



black



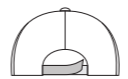
TECH SPECS



200 gr./m²



one size



hook-and-loop closure



curved visor

FEATURES

SUSTAINABLE FEATURES





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-and-loop closure at the back. Fine protection from the sun for summer trekking and outdoor life.



bottle green



olive



dark grey



navy



red



royal



khaki



white



black



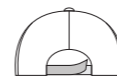
TECH SPECS



200 gr./m²



one size



hook-and-loop closure



curved visor

FEATURES

SUSTAINABLE FEATURES





RAY S

MAIN FABRIC: 100% RECYCLED POLYESTER TWILL

Structured 5 panels hat in recycled polyester with UV protection and water resistant treatment. Mid visor, dry-tech sweatband and rubber hook-and-loop closure. Suitable for sunny and rainy weather conditions.



red



dark grey



navy



black



royal



white



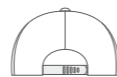
TECH SPECS



180 gr./m²



one size



recy rubber
hook-and-loop closure



mid visor



upf 50+

FEATURES

SUSTAINABLE FEATURES



WR-PFC free



recycled
dry-tech



4.5



RAINY S

MAIN FABRIC: 100% RECYCLED POLYESTER RIPSTOP

LINING: 100% RECYCLED POLYESTER MESH

Outdoor 4-season hat in recycled polyester ripstop. Heat sealed tapes for maximum waterproofing. Inside mesh lining and dry-tech sweatband in recycled polyester. Unstructured 5 panels and curved visor. Metal sunday buckle closure.



black



dark mustard



navy



grey



TECH SPECS



85 gr/m²



one size



metal sunday buckle



curved visor



sealed taping

FEATURES



WR-PFC free



recycled dry-tech



2.5

SUSTAINABLE FEATURES



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.



green



red



light blue



black



royal



navy



yellow



white



grey



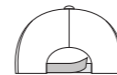
TECH SPECS



220 gr./m²



one size



hook-and-loop closure



curved visor

FEATURES

SUSTAINABLE FEATURES





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



navy



black



red



white



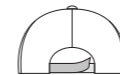
TECH SPECS



220 gr./m²



one size



hook-and-loop
closure



curved visor

FEATURES

SUSTAINABLE FEATURES



3.5



RECY THREE

MAIN FABRIC: 50% RECYCLED COTTON - 50% CONVENTIONAL COTTON
SIDE&BACK: 100% RECYCLED POLYESTER

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



black-black



olive-black



navy-navy



white-white



dark grey-black



red-white



royal-black



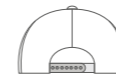
TECH SPECS



260 gr./m²



one size



recy snapback



mid visor

FEATURES

SUSTAINABLE FEATURES





BRYCE

MAIN FABRIC: 100% RECYCLED POLYESTER TWILL
SIDE&BACK: 100% RECYCLED POLYESTER MESH

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.



black-dark grey



black-white



navy-white



khaki-black



red-red



navy-navy



dark grey-black



white-white



black-black



royal-black



olive-black



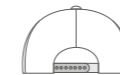
TECH SPECS



200 gr/m²



one size



recy snapback



mid visor

FEATURES

SUSTAINABLE FEATURES





ZION

MAIN FABRIC: 100% RECYCLED POLYESTER TWILL

SIDE&BACK: 100% RECYCLED POLYESTER MESH

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.



black-dark grey



black-white



navy-white



khaki-black



red-red



navy-navy



dark grey-black



white-white



black-black



royal-black



olive-black



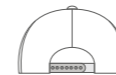
TECH SPECS



200 gr./m²



one size



recy snapback

FEATURES



curved visor

SUSTAINABLE FEATURES





RAPPER CANVAS **S**

MAIN FABRIC: 100% RECYCLED POLYESTER CANVAS

SIDE&BACK: 100% RECYCLED POLYESTER MESH

Leisure trucker hat in recycled polyester canvas and recycled polyester mesh on side and back. 5 panels shape and mid visor.



navy-dark grey



olive-khaki



grey-navy-navy



black-grey



white-burgundy-black



navy-burgundy-khaki



grey-black



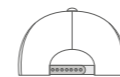
TECH SPECS



270 gr./m²



one size



recy snapback

FEATURES



mid visor

SUSTAINABLE FEATURES



6



BANK FIVE S

MAIN FABRIC: 100% RECYCLED POLYESTER MICROFIBER

BILL & UNDERBILL: 100% RECYCLED POLYESTER TWILL

Structured streetwear hat made of recycled polyester microfiber and recycled polyester twill on bill. 5 panels shape and flat visor. Fine lasered holes on side and back.



light grey-black



navy-black



burgundy-black



dark grey-black



black-black



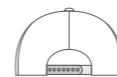
TECH SPECS



90 gr./m²



one size



recy snapback



flat visor

FEATURES

SUSTAINABLE FEATURES





JAMES

MAIN FABRIC: 100% RECYCLED POLYESTER TWILL

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



navy



white



royal



olive



dark grey



black



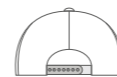
TECH SPECS



200 gr/m²



one size



recy snapback



flat visor

FEATURES

SUSTAINABLE FEATURES



4



NOMADS

MAIN FABRIC: 100% RECYCLED POLYESTER

Outdoor trip hat in recycled polyester with UV protection. Unstructured front panels and curved visor. Neck sunshield on the back with adjustable closure with elastic drawstrings.



olive



khaki

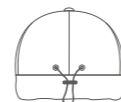
TECH SPECS



120 gr./m²



one size



adjustable drawstring

FEATURES



curved visor



upf 50+

SUSTAINABLE 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.



dark grey



olive



black



khaki



navy



white



TECH SPECS



200 gr./m²



one size

SUSTAINABLE FEATURES





POWELL

MAIN FABRIC: 50% RECYCLED COTTON - 50% CONVENTIONAL COTTON

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.



white



dark grey



navy



khaki



black



olive



TECH SPECS



260 gr./m²



one size



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.



royal



navy



leaf green



burgundy



orange



light grey



mustard



black



olive



TECH SPECS



60 gr.



one size



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.



leaf green



light grey



burgundy



navy



mustard



black



light avio



TECH SPECS



78 gr.



one size



WINTER



GHIBLI

MAIN FABRIC: 100% RECYCLED NYLON

LINING: 100% RECYCLED POLYESTER

Winter reversible bucket hat in recycled nylon with inside lining in recycled polarfleece. Warm lining and eco water-resistant treatment for cold and rainy days.



dark grey - black



black - dark grey



navy - dark grey



TECH SPECS



120 gr./m²



one size

FEATURES



reversible

SUSTAINABLE FEATURES



WR-PFC free



4.5



-36%

vs standard materials



SNOW FLAP STOPPER **S**

MAIN FABRIC: 100% RECYCLED POLYESTER

Outdoor winter hat with ear flaps made of recycled polarfleece. Unstructured front panels and curved visor. Adjustable closure with elastic drawstrings and stopper.



dark grey



black



navy

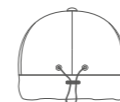
TECH SPECS



230 gr./m²



one size



fully closed w recycled stopper



curved visor

FEATURES

SUSTAINABLE FEATURES



7



-15%

vs standard materials



BILLS

MAIN FABRIC: 100% RECYCLED POLYESTER YARN
LINING: 100% RECYCLED POLYESTER

Rib-knitted beanie with cuff, in recycled polyester yarn with recycled polyester inside Polartec® lining.



dark grey



black



navy

TECH SPECS



105 gr.



one size

SUSTAINABLE FEATURES



-71% vs standard materials



PIERS

MAIN FABRIC: 100% RECYCLED POLYESTER YARN
LINING: 100% RECYCLED POLYESTER

Knitted beanie with cuff, in recycled polyester yarn with recycled polyester inside Polartec® lining.



dark grey



black



navy

TECH SPECS



85 gr.



one size

SUSTAINABLE FEATURES



-71% vs standard materials



CREEPS

MAIN FABRIC: 100% RECYCLED POLYESTER CORDUROY

Unstructured 6 panels baseball hat in recycled polyester corduroy 21 wales with mid visor and metal buckle closure with metal hole. Vintage look and warm handfeel.



stone



dark grey



black



navy



burgundy



olive



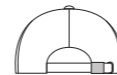
TECH SPECS



215 gr./m²



one size



buckle and metal hole



mid visor

FEATURES

SUSTAINABLE FEATURES



4



CORDYS

MAIN FABRIC: 100% RECYCLED POLYESTER CORDUROY

Structured 6 panels baseball hat in recycled polyester corduroy 8 wales with curved visor and hook-and-loop closure. Vintage look and warm handfeel.



black



navy



brown



grey



stone



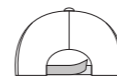
TECH SPECS



230 gr./m²



one size



hook-and-loop closure



curved visor

FEATURES

SUSTAINABLE FEATURES





TECHNO FLAP **S**

MAIN FABRIC: 100% RECYCLED NYLON

LINING: 100% RECYCLED POLYESTER

Outdoor winter hat with ear flaps made of recycled nylon. Water resistant outside and recycled polar fleece inside. Unstructured front panels and curved visor. Adjustable closure with elastic drawstrings and stopper.



black



navy



dark grey



red



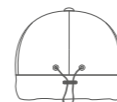
TECH SPECS



120 gr./m²



one size



adjustable drawstring



curved visor

FEATURES



WR-PFC free



3.5

SUSTAINABLE FEATURES



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.



olive



navy



burgundy



black



light blue



beige



dark grey melange



light grey melange



mustard



acid green



TECH SPECS



82 gr.



one size

SUSTAINABLE FEATURES





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.



light blue



light grey melange



acid green



navy



bottle green



olive



mustard



burgundy



black



dark grey melange



beige



TECH SPECS



65 gr.



one size

SUSTAINABLE FEATURES





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.



bottle green



olive



mustard



light grey melange



beige



navy



rusty



black



dark grey melange



burgundy



TECH SPECS



78 gr.



one size

SUSTAINABLE FEATURES



1



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.



dark grey melange



mustard



black



navy



royal



bottle green



TECH SPECS



50 gr.



one size

SUSTAINABLE 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.



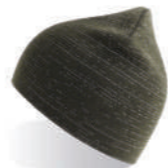
dark grey



black



navy



olive



TECH SPECS



72 gr.



one size

FEATURES



reflective

SUSTAINABLE FEATURES



2.5



WORKOUT **S**

MAIN FABRIC: 100% RECYCLED POLYESTER WITH REFLECTIVE YARN STRIPE

Beanie on cuff made of recycled polyester yarn. Soft hand feel, double layer of fabric and flat machine finish. Reflective band on cuff for high visibility.



black



yellow fluo



orange fluo



TECH SPECS



74 gr.



one size



reflective

FEATURES

SUSTAINABLE FEATURES





MOOVERS

MAIN FABRIC: 100% RECYCLED POLYESTER YARN

Comfortable beanie in recycled polyester yarn. Double layer and circular machine finish. Soft hand feel for outdoor activities and everyday use.



black



olive



royal



dark grey



navy



red



TECH SPECS



60 gr.



one size

SUSTAINABLE FEATURES





BRAD S

MAIN FABRIC: 100% RECYCLED POLYESTER YARN

MELANGE COLOURS: 50% RECYCLED POLYESTER YARN 50% ACRYLIC YARN

Long shaped beanie in recycled polyester yarn. Double layer and flat machine finish. Soft hand feel for everyday use.



light grey melange



black



olive



navy



dark grey melange



TECH SPECS



74 gr.



one size

SUSTAINABLE FEATURES





black



bottle green



navy



beige



white



royal



olive



burgundy



mustard



dark grey



red



pink

WINDS

MAIN FABRIC: 100% RECYCLED POLYESTER YARN

Classic shaped beanie with cuff in recycled polyester yarn.
Double layer and circular machine finish.
Soft hand feel for everyday use.



fuchsia



light blue



orange fluo



yellow fluo



TECH SPECS



74 gr.



one size

SUSTAINABLE FEATURES





PURE

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.



orange



light blue



beige



burgundy melange



light grey melange



dark grey



navy



black



mustard



olive



rusty



royal



acid green



green bottle



TECH SPECS



80 gr.



one size



soft yarn

SUSTAINABLE FEATURES

POLYLANA®





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.



orange



light blue



beige



burgundy melange



light grey melange



dark grey melange



mustard



black



navy



olive



rusty



royal



acid green



bottle green



TECH SPECS



58 gr.



one size



soft yarn

SUSTAINABLE FEATURES

POLYLANA®

{ PETA-APPROVED }
VEGAN





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



mustard



acid green



black



navy



olive



light grey melange



light blue



dark grey melange



burgundy melange



beige



TECH SPECS



102 gr.



one size



soft yarn

SUSTAINABLE FEATURES

POLYLANA®

{ PETA-APPROVED }
VEGAN



9L



MAPLE

MAIN FABRIC: 60% POLYLANA® POLYESTER 40% ACRYLIC

Knitted beanie in PolyLana® 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



dark grey melange



burgundy melange



black



olive



mustard



light grey melange



beige



royal



TECH SPECS



80 gr.



one size



soft yarn

SUSTAINABLE FEATURES

POLYLANA®





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.



black



royal



navy



dark grey



TECH SPECS



230 gr./m²



one size

SUSTAINABLE FEATURES





HOTTYS

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.



black



royal



white



navy



dark grey



red



olive



TECH SPECS



230 gr./m²



28x25 cm

SUSTAINABLE FEATURES



2.5



WIND SCARFS

MAIN FABRIC: 100% RECYCLED POLYESTER YARN

Casual scarf in a single layer of recycled polyester yarn.
Soft hand feel for extra comfort.



dark grey



black



navy

TECH SPECS



146 gr.



160x25 cm

SUSTAINABLE FEATURES



4.5



KID SUMMER



KID MAYO

MAIN FABRIC: 80% ORGANIC COTTON TWILL - 20% RECYCLED COTTON

Bucket hat in kid size, made of 100% organic cotton twill with UPF 50+ treatment.



black



white



columbia blue



red



pink



stone



navy



TECH SPECS



260 gr./m²



kids' size

SUSTAINABLE FEATURES



-43% vs standard materials





KID STARS **S**

MAIN FABRIC: 100% ORGANIC COTTON TWILL

5-panel baseball hat in organic cotton in kid size for everyday activities, with curved visor and hook&loop closure.



white - red



columbia blue - navy



navy - columbia blue



red - navy



pink - white



royal - white



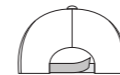
TECH SPECS



260 gr./m²



kids' size



hook-and-loop closure



curved visor

FEATURES

SUSTAINABLE FEATURES



-24% vs standard materials



KID SNAP BACK

MAIN FABRIC: 100% RECYCLED POLYESTER TWILL

Streetwear style in kid size that features flat visor and recycled snapback closure. It is made of recycled polyester twill.



black



red



royal



navy



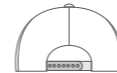
TECH SPECS



300 gr./m²



kids' size



recy snapback



flat visor

FEATURES

SUSTAINABLE FEATURES



5



-11%

vs standard materials



KID FRASER

MAIN FABRIC: 100% ORGANIC COTTON

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



columbia blue



pink



black



khaki



navy



red



royal



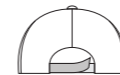
TECH SPECS



260 gr./m²



kids size



hook-and-loop
closure

FEATURES



mid visor



KID RECY FIVE

MAIN FABRIC: 100% RECYCLED POLYESTER TWILL

Classic structured five panels baseball cap made of 100% recycled polyester. Full prostitching, curved visor and 4 eyelets. Kid size.



red



black



pink



royal



light blue



yellow



white



navy



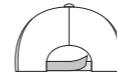
TECH SPECS



220 gr/m²



kids size



hook-and-loop closure



curved visor

FEATURES

SUSTAINABLE FEATURES



3.5



KID NOMADS

MAIN FABRIC: 100% RECYCLED POLYESTER

Outdoor trip hat for kids, in recycled polyester with UV protection. Unstructured front panels and curved visor. Neck sunshield on the back with adjustable closure with elastic drawstrings.



olive



khaki

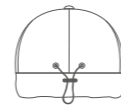
TECH SPECS



120 gr/m²



kids size



adjustable drawstring

FEATURES



curved visor



upf 50+

SUSTAINABLE FEATURES



2.5



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.



pink



leaf green



red



light avio



black



royal



navy

TECH SPECS



50 gr.



kids size



KID WINTER



KID WINDS

MAIN FABRIC: 100% RECYCLED POLYESTER YARN

Classic shaped beanie in kids size, with cuff in recycled polyester yarn. Double layer and circular machine finish. Soft hand feel for everyday use.



pink



light blue



black



navy



red



royal



TECH SPECS



58 gr.



kids size

SUSTAINABLE FEATURES



Dope dyeing

Our aim was to find a way to reduce water in the colouring process.

The conventional dyeing process uses hot water and chemicals to make the colour adhere to the synthetic fiber, consuming water, energy and emitting CO₂.

Dope dyeing instead diverts from traditional wet processing because of its reduced environmental impact. **Typical of recycled polyester, it involves adding colour 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 recycled plastic after it cools to a solid form, becoming part of the new, stronger yarn.** With this approach, dyeing can be done by hot transfer without immersion in water.



We partner with **ReTraze Aqua-® solution-dyed recycled polyester yarn** which saves energy, water and emissions during the process. **Their source of plastic bottles is collected entirely within 20km from the seashore**, and they continue to work on expanding the collection area and tracking system. We continuously try to improve water savings and look for new and more efficient dyeing technologies, which we're striving to adopt as they become available.



Recycled polyester

Polyester is an important fiber in our collections and one of the most widely used in the world: **strong, durable and crease-resistant, it allows us to make lightweight headwear that dry quickly.** But its production comes at an environmental cost: it's a synthetic fiber derived from oil with a lower environmental impact than the production of natural fibers in terms of water and land¹ but, the energy required to produce polyester makes it a very high-impact process². This is why **Atlantis wants to encourage the use of recycled polyester instead of virgin fossil-based one.**

Its alter-ego, recycled polyester, or rPET, **is made from polymers obtained by melting used plastic bottles and transforming them into textile fiber.**

Did you know that every minute, nearly 1 million plastic bottles are purchased around the world?³

Even if recycled options allow a reduction of emissions compared to the virgin options, we know that it's not the definitive solution to pollution from synthetic fibers: rPET's mechanical recycling process significantly reduces the material's quality and unfortunately very few clothes are recycled back into textile use and the majority of wasted polyester garments are still in the landfills. Moreover, rPET is not biodegradable and loses microplastic fibers as much as virgin plastic.

¹ Sustainable Apparel Materials 2015 (<https://matteroftrust.org/wp-content/uploads/2015/10/SustainableApparelMaterials.pdf>)

² (Environmental Sciences Europe (2021) Analysis of the polyester clothing value chain to identify key intervention points for sustainability)

³ The Guardian



However, there are good reasons for choosing to use this material in our products:

Resistance: when exposed to the sun, the material does not lighten and does not lose quality, unlike cotton; this allows for greater durability and a reduction in waste.

Lack of large-scale alternatives: there are currently no alternatives to mechanically recycled rPET on a large scale.

To remedy the problems relating to the rPET, we will commit to a series of virtuous behaviours along our path of sustainable transition.

For example, **we believe it is necessary to carry out continuous monitoring of the chemically recycled polyester market which**, although generally characterized by a greater environmental impact than its mechanically recycled equivalent, can be subjected to a greater number of recycling

processes while keeping the quality intact. Furthermore, **we are evaluating collaborations with organizations along the supply chain to guarantee the recycling of the waste generated during production.**

Another option that we consider as an alternative to rPET is the use of other materials, such as recycled nylon or recycled wool. In conclusion, recycled polyester is still a more environmentally sustainable fiber than virgin polyester.

The more we recycle, the less garbage winds up in our landfills. We can reduce our reliance on petroleum, save natural resources, production and energy costs and reduce the negative impacts of the extraction and processing of virgin materials.

Our LCA study⁴ conducted on polyester products showed that when we replace virgin polyester with recycled polyester we reduce the CO2 emissions of 4% and if we replace acrylic we have a reduction of almost 70%. Impressive!

Recycling helps us reduce the industry's reliance on fossil fuel sources and manage our resources in a more ethical way: using products to their full potential.

4 The LCA was conducted on selected articles, taking into account the complete life of the product, from its production to the distribution.



Polylana®

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

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

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



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.



Low impact

The production of the Polylana® fiber requires considerably less water which makes our overall impact significantly lower.*

* verified LCA by Made2Flow

No animals

Polylana® fiber is vegan. No animal products or derivatives are used in its manufacture.

Efficient dyeing

Polylana® fiber absorbs faster and colors on lower temperatures.

Recycled nylon

Nylon is a super-performing fiber: particularly resistant, stretchable and lightweight, it allows us to produce comfy and strong headwear.

However, it has a high environmental cost: it belongs to a family of polymers called polyamides and, like polyester, nylon is made from a non-renewable resource (crude oil) in an energy and chemically-intensive process which, however, has the benefit of creating super-performing fabrics.

Our strategy includes the conversion of conventional materials into preferred ones with a better environmental and social outcome.

Recycled nylon is our reply to the need of performance, but with less impact.

It is made from pre-consumer waste from industrial processes, **including material scraps that would otherwise have been downgraded or sent to a landfill.**

Switching to recycled nylon is our way of being less dependent on virgin oil, reducing greenhouse gas emissions and, of course, waste material.

reduces
dependence
on fossil raw
materials

reduces waste
material

reduces
CO₂ emissions
compared
to virgin nylon
during
the production
process

less air, water
and soil pollution
compared to
non-recycled
nylon

Organic cotton

Cotton is the world's largest non-food crop. Grown by more than 80 countries, its production is concentrated in India, China, US, Brazil, and Pakistan which combined together produce 75% of all the world's cotton.¹

Cotton is an impressive material and one of the most used in our collections: it's **soft, comfortable, breathable** and **hypoallergenic**.

Despite its presence in nature, conventional cultivation is often not so sustainable, **which uses chemicals** (synthetic pesticides, herbicides, fertilisers and GMOs) and **large amounts of water for irrigation, irreversibly damaging the soil**. There are also social impacts, **such as child and forced labour and exposure to potentially toxic and carcinogenic compounds**.

¹ The World Counts (2021) World Cotton Production Statistics.

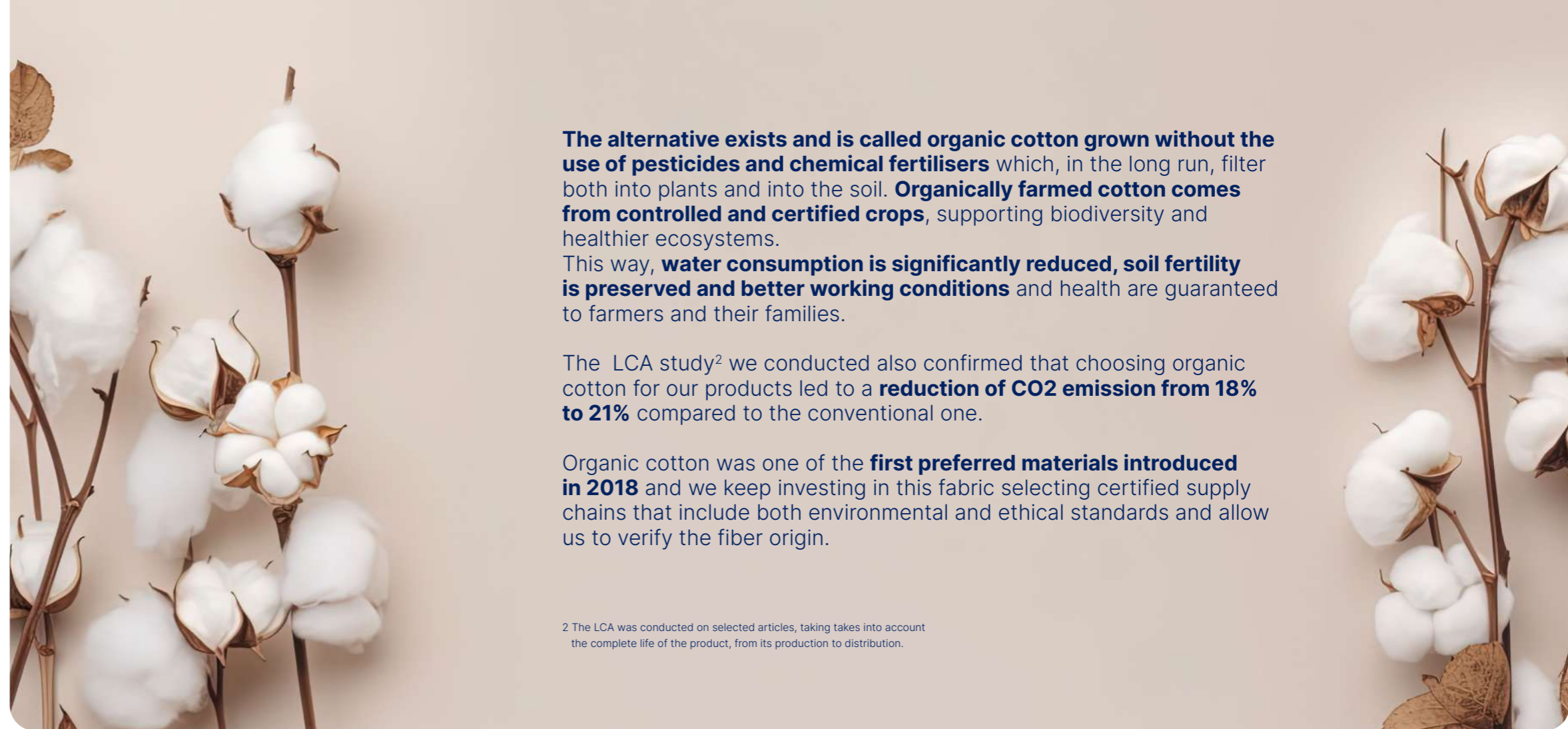
The alternative exists and is called **organic cotton grown without the use of pesticides and chemical fertilisers** which, in the long run, filter both into plants and into the soil. **Organically farmed cotton comes from controlled and certified crops**, supporting biodiversity and healthier ecosystems.

This way, **water consumption is significantly reduced, soil fertility is preserved and better working conditions** and health are guaranteed to farmers and their families.

The LCA study² we conducted also confirmed that choosing organic cotton for our products led to a **reduction of CO2 emission from 18% to 21%** compared to the conventional one.

Organic cotton was one of the **first preferred materials introduced in 2018** and we keep investing in this fabric selecting certified supply chains that include both environmental and ethical standards and allow us to verify the fiber origin.

² The LCA was conducted on selected articles, taking into account the complete life of the product, from its production to distribution.





Recycled cotton

Producing a cotton fabric requires a large amount of water. About 10,000 litres of water are needed to produce 1kg of cotton, more or less the equivalent of one T-shirt or a pair of jeans.

If we choose the alternative by **using recycled cotton, we extend the life span of a fiber** that has already been created using fewer environmental resources.

Recycled cotton is regenerated cotton fiber obtained from production waste, like the one in our collection (pre-consumer) where our supply chain partners collect textile scraps from fabric production, or fabrics that have reached the end of their life (post-consumer). **The pieces of fabric, once collected and divided by colour, are chopped and transformed back into raw fiber.**

The result is then spun back into yarns for reuse in other products.

With regenerated cotton the same fabric can find new life in other products **using less energy, water, chemicals and freeing up the land** for other crops compared to virgin cotton, as well as preventing the product from ending up in landfills.

We are constantly working with our supply-chain partners to use more recycled cotton in our raw materials whenever possible.



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