



2023

SUSTAINABILITY

SERIES

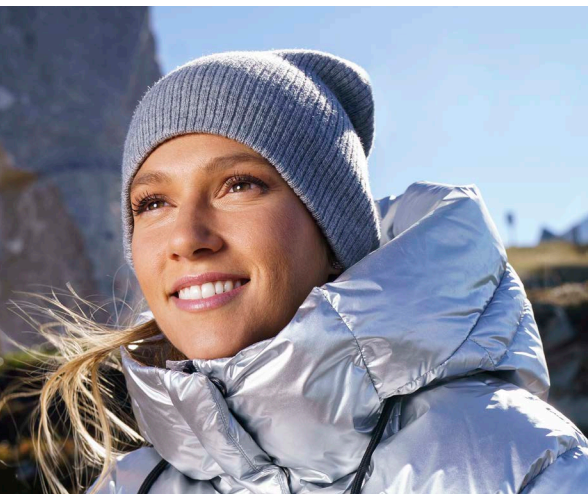




Atlantis is an **italian brand**
specialized in designing
and manufacturing
high-quality headwear
since 1995



HEADWEAR EVOLUTION



2018

The beginning of our path: first Oeko-Tex® models, eco-friendly dyeing and traceability passport



2019

First preferred materials like recycled polyester and organic cotton in Atlantis Collection



2020

First Sustainability Report to spread our social and environmental impacts



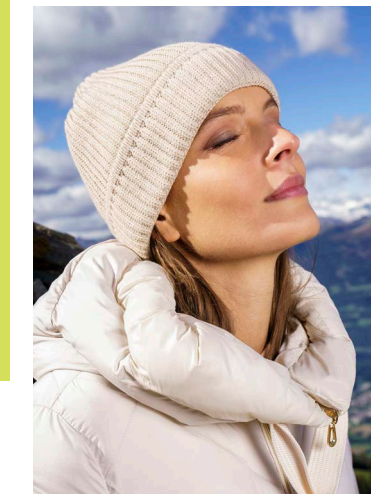
2021

Code of Conduct and more products with preferred materials like Polyana® fiber



2022

New Code of Ethics and first Collection made only from recycled or organic materials



2023

Working on our headwear (r)evolution introducing *preferred* materials with less impact



OUR COMMITMENT

Since 1995, we have devoted passion and care to the design of our products. Over the years, this dedication has turned into something more: a need to avoid the dangerous effects of climate change and a **commitment to an increasingly responsible business that respects the planet and people.**

We believe that **sustainability starts with a mindset, it is a natural evolution** that we have to make and it goes far beyond the product, **embracing everything we do.**

The strategy outlined by our company, anchored to the *Sustainable Development Goals of the United Nations*, has led to the **introduction of new so-called *preferred* materials collection after collection.** These materials translated into **better results and impacts in terms of environmental and/or social sustainability compared to conventional production.**

The revolution is on our minds. Wear it on your head.



OUR RESPONSIBILITY

We care about quality and sustainability.

- 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.



BRING THE REVOLUTION ON YOUR HEAD

Sustainability starts with a mindset. Collection after collection we are introducing new *preferred* materials with **organic** and **recycled materials**.

Look for the green leaf and S to identify the products designed with a sustainable mindset to help you buy better and wear longer.



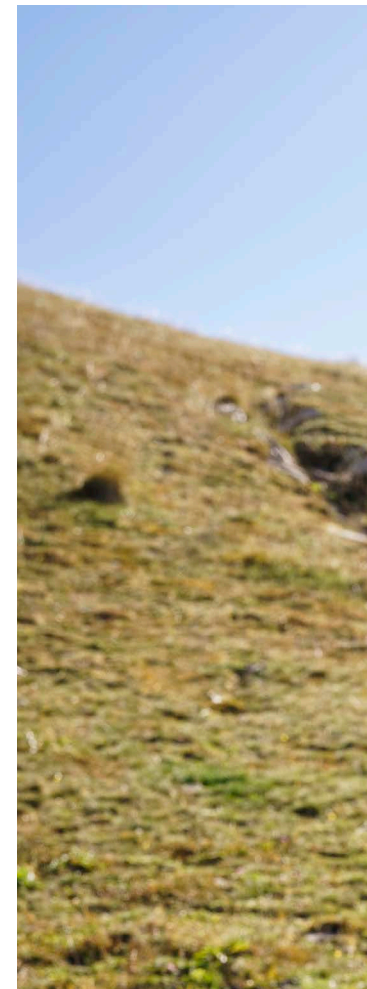
EVOLUTION

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



SUSTAINABLE CHOICE

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



TECHNOLOGIES

The revolution doesn't stop.

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.

Aqua-® is a branded solution dyed recycled polyester yarn made by ReTraze®. Unlike traditional wet 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 and saving more energy, water and emissions during the process. **The ReTraze Aqua-® 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.

In contact with the skin, the **Dry-tech** band is **completely breathable, absorbs** sweat and allows for **quick drying**.

The UPF50+ treatment remains for the moment traditional but we are working on exploring and studying new alternatives.



STICKERS & HANGTAGS

Although the packaging and accessories are beautiful and necessary, with the new collection we decided to make some changes and **reduce all excess as much as possible to achieve a more essential and ecological approach.**

We have worked to reduce weight, quantity and new materials on what we cannot eliminate completely. **Our aim is to be consistent with our path and limit our impact** as much as possible, while continuing to investigate new alternatives and solutions.

OUR ACHIEVEMENTS

NUMBER OF
STICKERS AND
HANGTAGS
REDUCED

NEW RECYCLED
POLYBAGS

NEW STICKERS
IN FSC CERTIFIED
PAPER



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.





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



2.5 

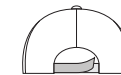
TECH SPECS



255 gr./m²



one size



high quality
hook-and-loop closure

FEATURES



mid visor



dye free



ReTrace

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 takes into account the complete life of the product, from its production to the distribution.

WHY CHOOSE RECYCLED POLYESTER

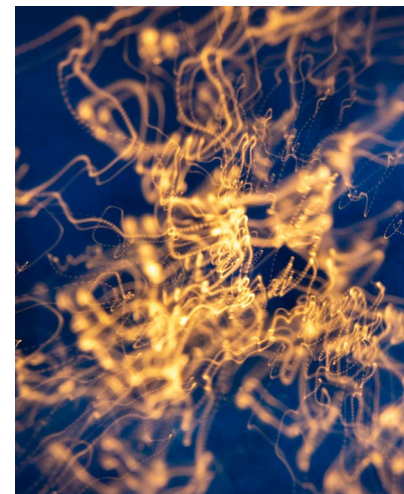
NON-RENEWABLE
ENERGY SOURCES
ARE CONSERVED
(E.G., OIL)

REDUCES
CO2 EMISSIONS
BY 16% COMPARED
TO VIRGIN
POLYESTER⁵



REDUCES
EXTRACTION OF CRUDE
OIL AND NATURAL
GASES FROM
THE EARTH TO MAKE
MORE PLASTIC

IT USES 62%
LESS ENERGY
THAN VIRGIN
POLYESTER⁵



REDUCES WASTE
BY 34% AND
WATER BY 99%
COMPARED TO
CONVENTIONAL ONE⁵

⁵ Comparison calculated on 1kg woven recycled polyester vs virgin polyester from Textile Exchange data.

Source: Textile Exchange



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



1.5 

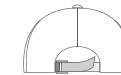
TECH SPECS



230 gr/m²



one size



high quality
hook-and-loop closure



mid visor

FEATURES



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.



royal



dark grey



white



black



green fluo



navy



1.5 

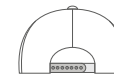
TECH SPECS



115 gr./m²



one size



recy snapback



mid visor

FEATURES



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.



khaki



dark grey



white



black



navy



royal



olive



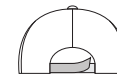
TECH SPECS



200 gr./m²



one size



hook-and-loop
closure

FEATURES



curved visor



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.



olive



royal



dark grey



navy



black



khaki



white



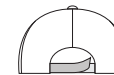
TECH SPECS



200 gr./m²



one size



hook-and-loop
closure



curved visor

FEATURES



RECYCLED CAP

MAIN FABRIC: 100% RECYCLED POLYESTER TWILL

The classic baseball cap with curved visor enhanced by its eco-sustainable fabric, 100% recycled polyester fabric. Atlantis Connect, thanks to the use of NFC contactless technology, is able to communicate the product history and the technical characteristics through multimedia information, videos and websites.



black



white



royal



orange



navy



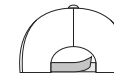
TECH SPECS



200 gr./m²



one size



hook & loop
closure

FEATURES



curved visor



ATLANTIS
CONNECT



RAPPER RECYCLED

MAIN FABRIC: 100% RECYCLED POLYESTER TWILL

SIDE&BACK: 100% POLYESTER MESH

The popular trucker cap in its sustainable version. ATLANTIS CONNECT, thanks to the NFC contactless technology integrated is able to communicate the product history and the technical characteristics through multimedia information.



royal-black



white-white



navy-navy



black-black



grey-black



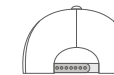
TECH SPECS



200 gr./m²



one size



pvc

FEATURES



curved visor



ATLANTIS
CONNECT



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.



khaki-black



dark grey-black



white-white



black-black



navy-navy



royal-black



olive-black



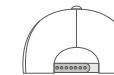
TECH SPECS



200 gr/m²



one size



recy snapback

FEATURES



mid visor



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.



khaki-black



dark grey-black



white-white



black-black



navy-navy



royal-black



olive-black



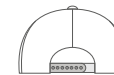
TECH SPECS



200 gr./m²



one size



recy snapback



curved visor

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.



royal



navy



white



black



olive



dark grey



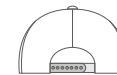
TECH SPECS



200 gr./m²



one size



recy snapback



flat visor

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



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



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.



black



royal



navy



dark grey



2.5 

TECH SPECS



230 gr./m²



28x25 cm

POLYLANA®

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 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.



{ 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.



rusty



mustard



acid green



black



navy



olive

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.



light grey melange



light blue



dark grey melange



burgundy melange



beige



9 L

TECH SPECS



102 gr.



one size



soft yarn

FEATURES

POLYLANA®

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
20.HCN.34894 HOHENSTEIN HTTI
Tested for harmful substances.
www.oeko-tex.com/standard100

{ PETA - APPROVED }
VEGAN





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



olive



dark grey melange



mustard



burgundy melange



light grey melange



black



beige



7L 

TECH SPECS



80 gr.



one size



soft yarn

FEATURES

POLYLANA®

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
20.HCN.34894 HOHENSTEIN HTTI
Tested for harmful substances.
www.oeko-tex.com/standard100

{ PETA - APPROVED }
{ VEGAN }





orange



light blue



beige



burgundy melange



light grey melange



dark grey melange



mustard



black



navy

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



rusty



royal



acid green



bottle green



5L 

TECH SPECS



58 gr.



one size



soft yarn

FEATURES

POLYLANA®

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
20.HCN.3.4894 HOHENSTEIN HTTI
Tested for harmful substances.
www.oeko-tex.com/standard100

{ PETA - APPROVED }
VEGAN





orange



light blue



beige



burgundy melange



light grey melange



dark grey



navy



black



mustard



olive



rusty



royal



acid green



green bottle

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.



7L 

TECH SPECS



80 gr.



one size



soft yarn

FEATURES

POLYLANA®

OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
20.HCN.34894 HOHENSTEIN HTTI
Tested for harmful substances.
www.oeko-tex.com/standard100

{ PETA - APPROVED }
VEGAN





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



beige



dark grey melange



burgundy



black



light blue



light grey melange



mustard



acid green



TECH SPECS



82 gr.



one size



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



navy



rusty



mustard



light grey melange



beige



black



dark grey melange



burgundy



TECH SPECS



78 gr.



one size



light blue



light grey melange



acid green



navy



bottle green



olive

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.



mustard



burgundy



black



dark grey melange



beige



TECH SPECS



65 gr.



one size



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.



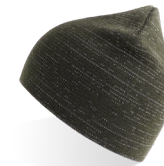
dark grey



black



navy



olive



2.5

TECH SPECS



72 gr.



one size

FEATURES



reflective



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



0.5 

TECH SPECS



50 gr.



one size

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.





RECY THREE

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

SIDE&BACK: 100% RECYCLED POLYESTER GRS

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



royal-black



black-black



white-white



olive-black



navy-navy



dark grey-black



red-white



0.5 

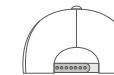
TECH SPECS



260 gr./m²



one size



recy snapback

FEATURES



mid visor



POWELL

MAIN FABRIC: 50% RECYCLED COTTON GRS - 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

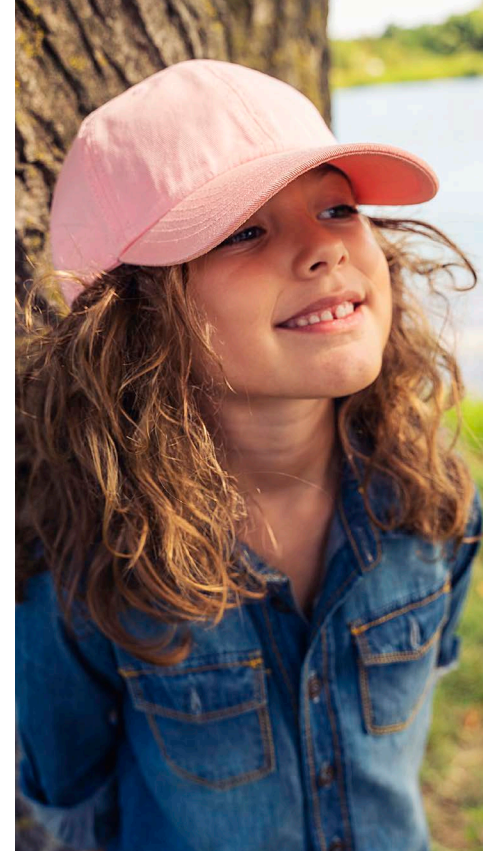


ORGANIC COTTON

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**.



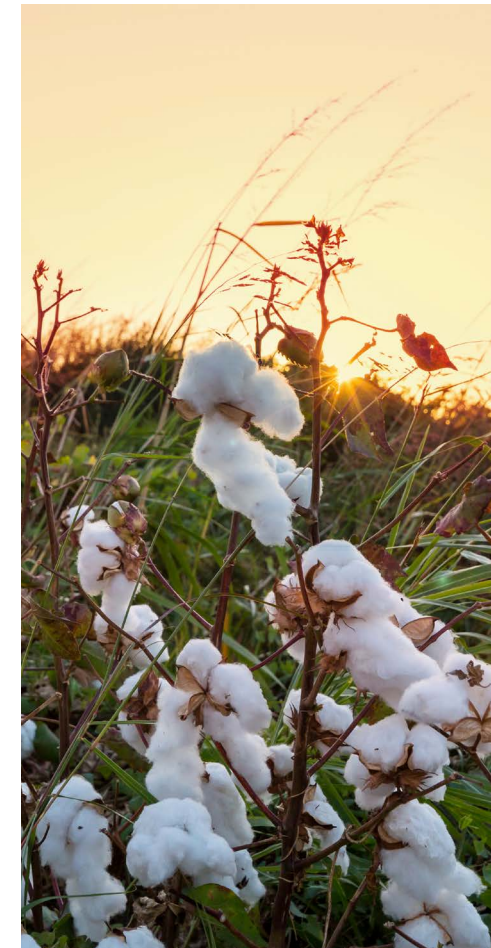
¹ The World Counts (2021) World Cotton Production Statistics.

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

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.





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



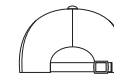
TECH SPECS



260 gr./m²



one size



full metal buckle
and metal hole

FEATURES



mid visor



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



navy



light grey



mustard



burgundy



black



light avio



7L 

TECH SPECS



78 gr.



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



ON THE ROAD TO SUSTAINABLE HEADWEAR

atlantisheadwear.us

