



LIVETREND SUSTAINABILITY RADAR

activewear & outdoor



OVERVIEW

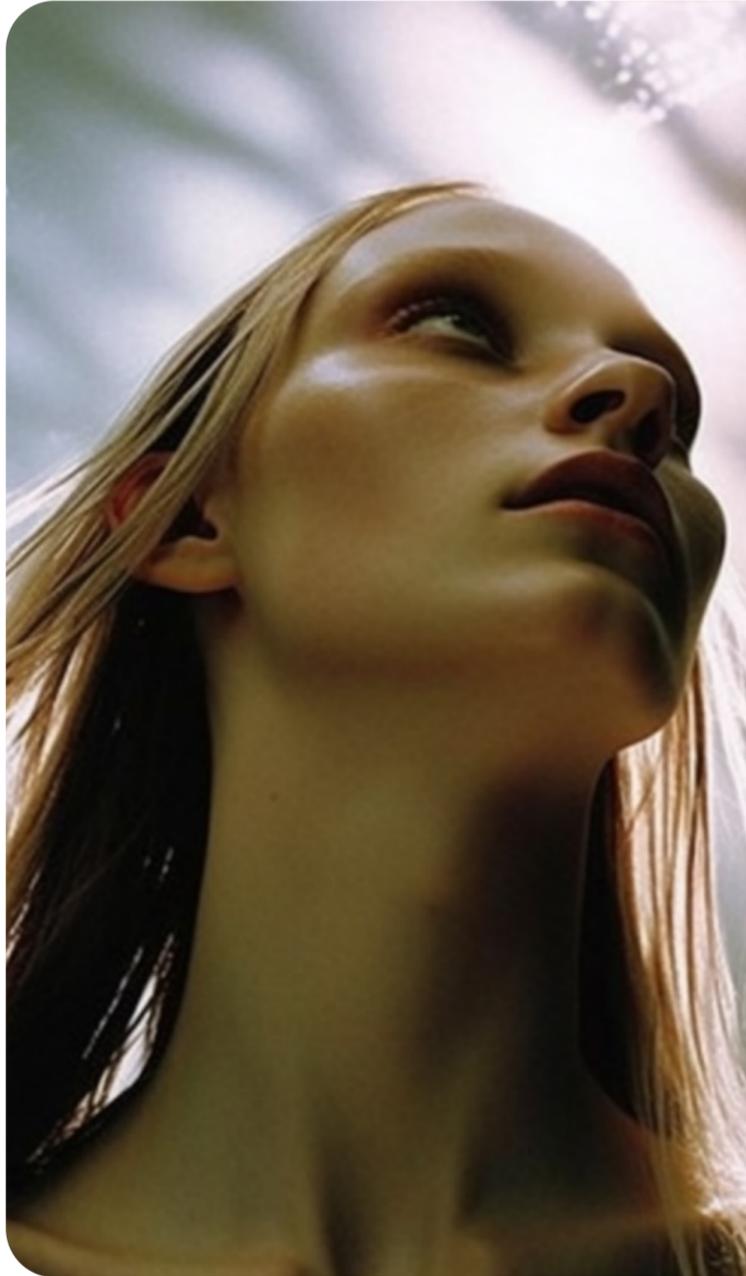
INTRO

SUSTAINABLE HERITAGE

ECO - INNOVATION

SMART SOLUTIONS

NATURALS vs CHEMICAL risks and benefits



“ FASHION & CHEMISTRY... a dangerous liaison? ”

The impact of chemical substances – allergenic, irritant, endocrine disruptor, carcinogenic...Under the Greenpeace Detox initiative, numerous companies committed to reducing 11 classes of substances. This approach invites the industry to transform itself, to control the management of substances identified as hazardous and to exclude them from its value chain.

What are chemistry's actual risks and benefits? Can we successfully and safely combine eco-responsibility and chemistry?

Though often viewed as harmful and the opposite of 'natural', chemistry is the art of transforming material, by altering its characteristics. Chemical substances are added to give a new look, a new handle or special performance features to a material. Preparation, pre-treatment, dyeing, finishing, tanning: the chemical transformation of a material requires many steps before it takes on its final appearance and characteristics. Today, chemistry is a key component of our clothing and accessories.



PRESERVING TRADITIONS

WITH CONSCIOUS USAGE OF NATURAL

SUSTAINABLE HERITAGE natural fibers : COTTON

SUSTAINABILITY RADAR FOR SPORTS & OUTDOOR

ORGANIC COTTON

INCREASED BY
+10%
IN SEARCHES YOY



Hilltrek



VENTILE®
**WEATHERPROOF
100% COTTON**

FINEST, LONG STAPLE FIBRES

After gentle spinning and doubling, the yarn is woven into a very dense weave, using up to 30% more yarn than conventional woven fabrics, plus a PFC free DWR system which enhances the fabric's water resistant properties and increases performance.

The Eiger by Mission Workshop



Halley Stevensons®
**WAXED
WEATHERPROOF
100% COTTON**

GUARANTEED FOREVER

The silhouette of the classic M65 parka and the long history of Scottish waxed canvas come together here in crisp, clean lines and a refined fit. Made in Dundee, Scotland, the 280g/m2 outer shell fabric is durable, water-repellent, and timeless.

Hilltrek



ORGANIC VENTILE®
**WATERPROOF
IN 100% COTTON**

ULTRA DENSE CONSTRUCTIONS IN 100% ORGANIC COTTON

Windproof, fully waterproof and is highly breathable thanks to a double layer in a high density organic cotton weave and a PFC free DWR system.



Patagonia



PATAGONIA
**INSULATED
ORGANIC COTTON**

THICK AND DENSE INSULATED ORGANIC COTTON

An insulated, heavyweight 100% organic cotton flannel jacket that makes a great overshirt when temperatures drop. Made in a Fair Trade Certified™ factory.

**PATAGONIA
Insulated
Cotton Shirt**
INCREASED BY
+355%
IN SEARCHES YOY

SUSTAINABLE HERITAGE natural fibers : MERINO

SUSTAINABILITY RADAR FOR SPORTS & OUTDOOR

MERINO WOOL
RUNNING SHIRT
+60%
IN SEARCHES YOY

Futurum

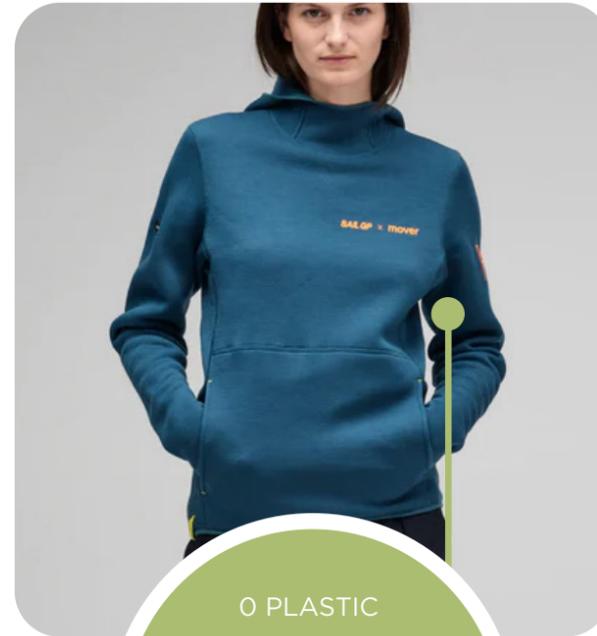


98 % MERINO
WOOL

**MOISTURE ABSORBING, MERINO
REMAINS INSULATING, EVEN WET**

Anti-irritation, naturally anti-microbial, merino wool is also naturally anti-odour. The Lanoline in the wool is released when it gets damp to make sure the garment will stay fresh.

Sail GP X Mover



0 PLASTIC

100% MERINO
WOOL FLEECE

**HIGHLY BREATHABLE MERINO
TERRY CLOTH**

100% merino fleece with thermoregulating properties in a very good weight/warmth ratio, no static electricity and links style & performance, for outdoors and everyday use.

Weatherwool



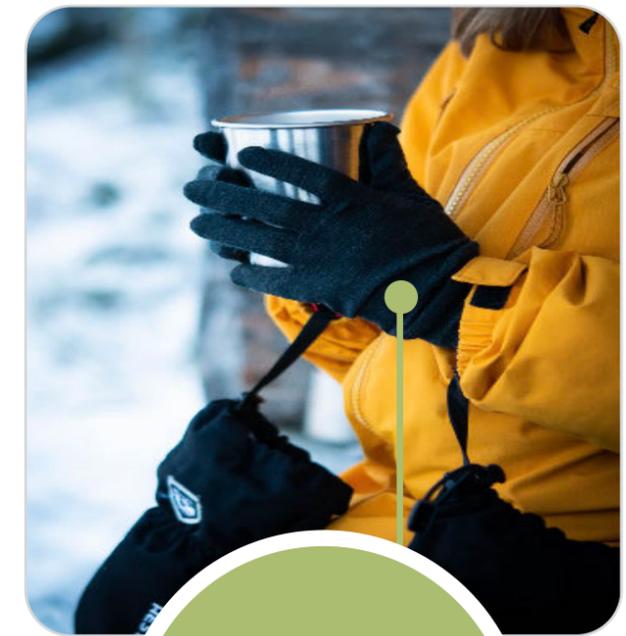
RAMBOUILLET

TRACEABLE
MERINO WOOL

**TOUGH AND RESISTANT YET
SOFT AND COMFORTABLE**

"Feels like cashmere, wears like iron" Rambouillet fibers are longer and slightly thicker than Spanish, Australian and New Zealand Merino. Moreover, the traceability is certified as the ranchers are all listed.

Hestra



MERINO WOOL
LINER

THERMOINSULATE MERINO

A thin, soft liner that acts as an extra warming jersey base. Sewn in a practical mix of merino wool and polyamide where the wool is warming even when damp and the synthetic material adds extra durability.

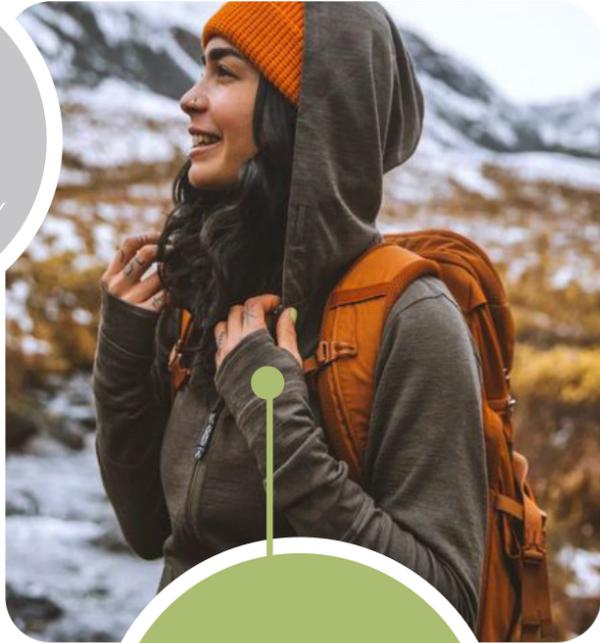
HESTRA MERINO
WOOL LINER
INCREASED BY
+36%
IN SEARCHES YOY

SUSTAINABLE HERITAGE natural fibers: OTHER WOOL

SUSTAINABILITY RADAR FOR SPORTS & OUTDOOR

ALPACA WOOL
+70%
IN SEARCHES YOY

Paka Apparel



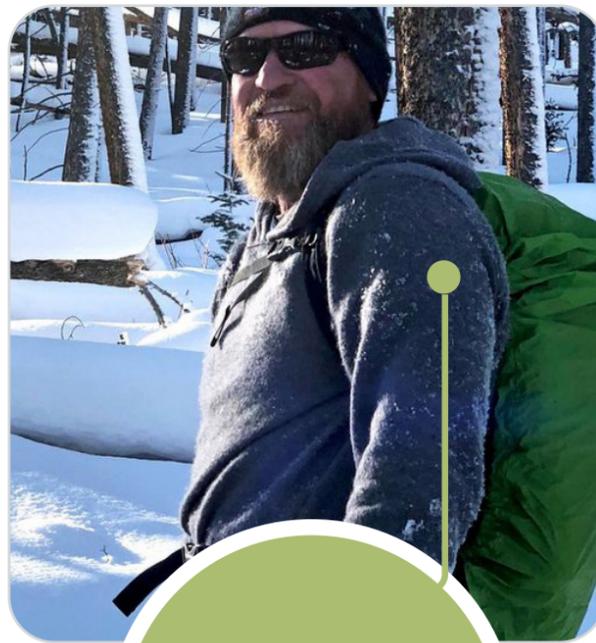
100% ALPAGA

EVEN SMOOTHER AND WARMER THAN MERINO

One of the most sustainable wool, royal and baby alpaca are the finest with diameters of less than 21 microns, feeling ultra soft on the skin and perfect for outdoor clothing, hiking socks and even underwear.



Appalachian Gear Company



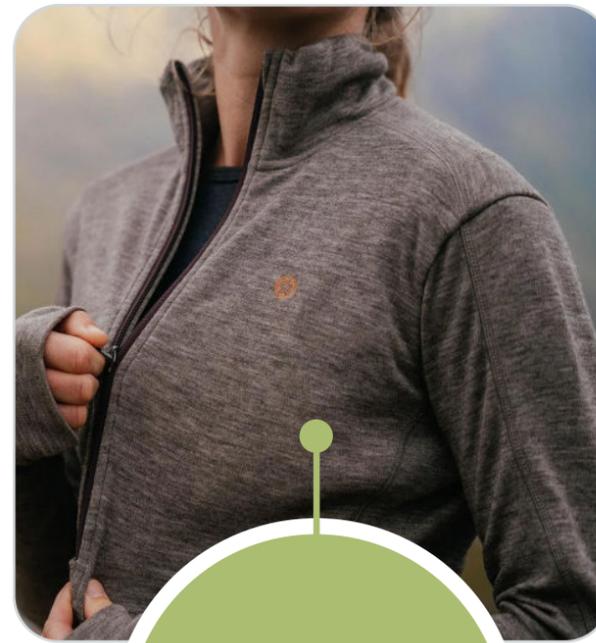
ULTRA LIGHT ALPACA

SUPER LIGHTWEIGHT, BREATHABLE AND PACKABLE

All-Paca™ Fleece from Appalachian Gear Company is designed to be worn with one layer or multiple layers under it. Quick-dry, perspiring, warm, insulating even when wet, alpaca is one of nature's high performance fibers.



Kora Outdoor



YAK

YAK WOOL FOR MULTI-DAY RIDES

Exceptional warmth-for-weight and moisture management in a terry loop construction, made with 56% yak wool, 42% DuPont™ Sorona® biopolymer for a smooth external surface, 2% EA. Recycled YKK zip and a 100% yak wool inner collar for super-comfort.



Klättermusen



WOOL-COTTON BLEND

FUNCTIONAL MIX FOR MIDLAYERS

In a soft and airy mix of 80 % Organic cotton, 20% Merino wool, for hiking and trekking days, thus fabrics stays dry and breathable while bringing warmth and comfort, PFC free.

YAK WOOL PRODUCTS
+60%
IN SEARCHES YOY

SUSTAINABLE HERITAGE natural fibers

SUSTAINABILITY RADAR FOR SPORTS & OUTDOOR

SUSTAINABLE MATERIALS
+50%
IN SEARCHES YOY

Bushcraft Spain



100% COTTON

100% COTTON CANVAS

MADE FROM HEAVY-DUTY CANVAS AND ROBUST OILSKIN FABRIC, IT OFFERS DURABILITY, WATER RESISTANCE, AND BREATHABILITY THAT SURPASS SYNTHETIC ALTERNATIVES.

Egide Paris



LINEN FIBRES

LINEN FIBRES HAVE A VERY HIGH IMPACT RESISTANCE

THIS SUSTAINABLE HELMET OFFERS PROTECTION AT A FEATHERWEIGHT, WITH A BREATHABLE AND WASHABLE FOAM LINING. IT'S CE1078 CERTIFIED AND SUITABLE FOR CYCLING.

8000 Kicks



HEMP FIBERS

HEMP IS A CHAMPION OF SUSTAINABILITY.

IT IS LESS WATER-CONSUMING, GROWS QUICKLY, AND DOESN'T RELY ON HARMFUL PESTICIDES. COMPARED TO COTTON, HEMP YIELDS MORE FIBER PER ACRE WHILE CONSUMING LESS LAND.

SUSTAINABLE ACTIVEWEAR
+140%
IN SEARCHES YOY





ECO- INNOVATION

WITH CONSCIOUS USAGE OF CHEMISTRY

● BIOBASED ALTERNATIVES

● COATINGS AND TREATMENTS

● INDUSTRIAL WASTE

● FOOD WASTE

● ECO DYEING



ECO- INNOVATION

WITH CONSCIOUS USAGE OF CHEMISTRY

● BIOBASED ALTERNATIVES

● COATINGS AND TREATMENTS

● INDUSTRIAL WASTE

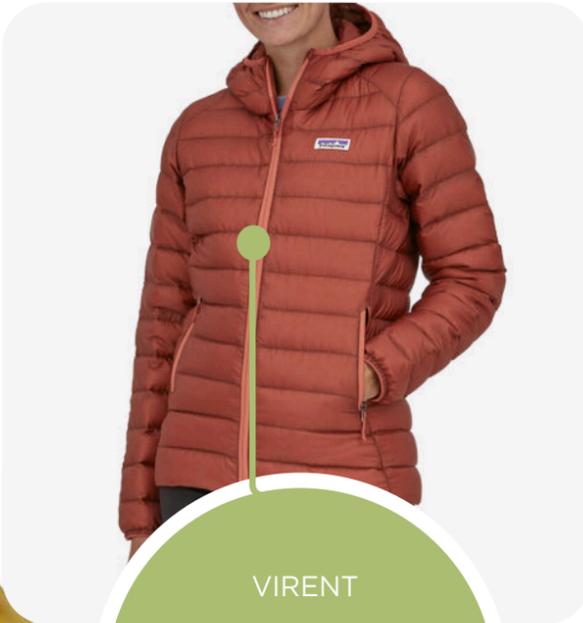
● FOOD WASTE

● ECO DYEING

ECO INNOVATION bio-based alternatives to PL

SUSTAINABILITY RADAR FOR SPORTS & OUTDOOR

Patagonia



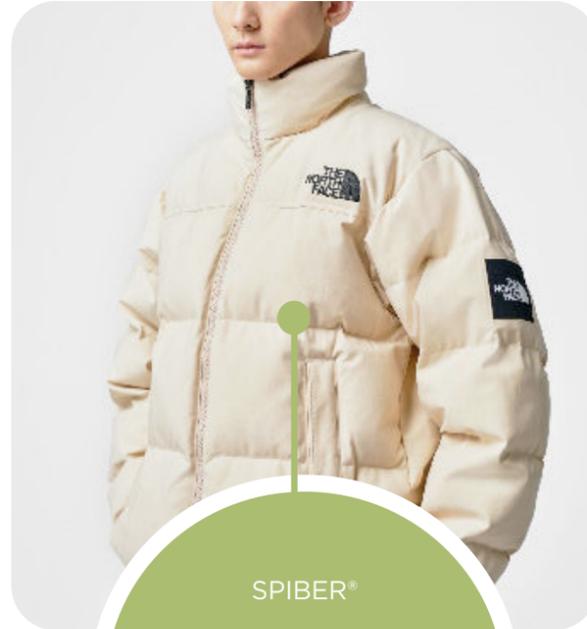
VIRENT

30% BIOBASED
POLYESTER

30% VEGETABLE-BASED PET MADE FROM ETHYLENE GLYCOL DERIVED FROM SUGAR

A durable waterreppelent PFC free polyester developed by Virent, who uses its patented BioForming® technology to create the fuels and chemicals the world needs from a wide range of naturally occurring, renewable resources.

Goldwin X North Face



SPIBER®

BREWED
PROTEIN®

**SUGAR AND MICROBES
FERMENTATED POLYMER**

Spiber produces protein based yarns and fabrics. Ready for scale production, Spiber produces the fabrics for jacket outerlayers made of 60% Brewed protein® and recycled down.

Hugo Boss



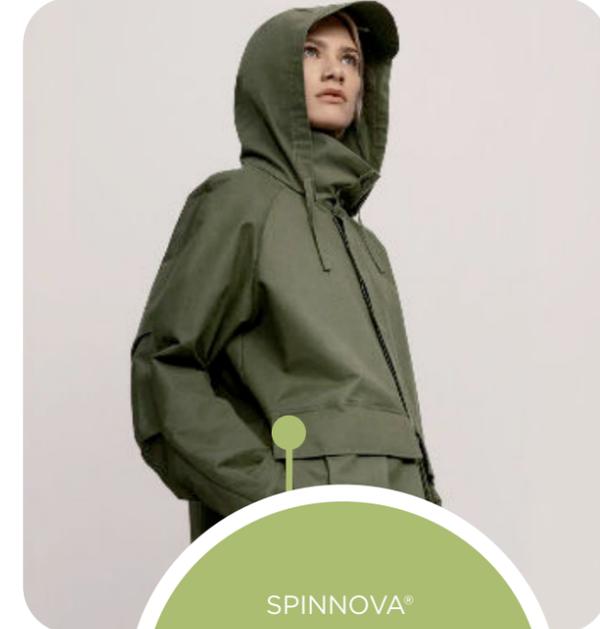
HEIQ AEOINQ

CLOSED LOOP
CELLULOSIC

**REPLACING POLYESTER & POLYAMIDE
AND OPTIMIZING RECYCLABILITY**

HeiQ AeoniQ™ yarn is made from certified wood pulp, with performance rivaling polyester fabrics'. It's manufactured in Europe and born from a collaboration between HUGO BOSS and Swiss innovator HeiQ. Replacing Polyester and polyamide, this yarn maintains consistent fiber quality through recycling

Halti



SPINNOVA®

CELLULOSIC
PERFORMANCE

**BIO BASED AND INFINITELY
RECYCLABLE**

This parka in 74% Cotton and 26% SPINNOVA fibers, is a cellulose based fibre created without involving any harmful chemicals, minimal water use and emissions and zero waste. WR without PFC, has been dyed in a non harmful process by swedish firm IMOGO, and it can be upcycled without losing quality, and without harmful chemicals.

**POLYESTER
ALTERNATIVES
+221%**
IN SEARCHES YOY

ECO INNOVATION bio-based alternatives to PA

SUSTAINABILITY RADAR FOR SPORTS & OUTDOOR

BIO BASED
INCREASED
+49%
IN SEARCHES YOY

Pangaia



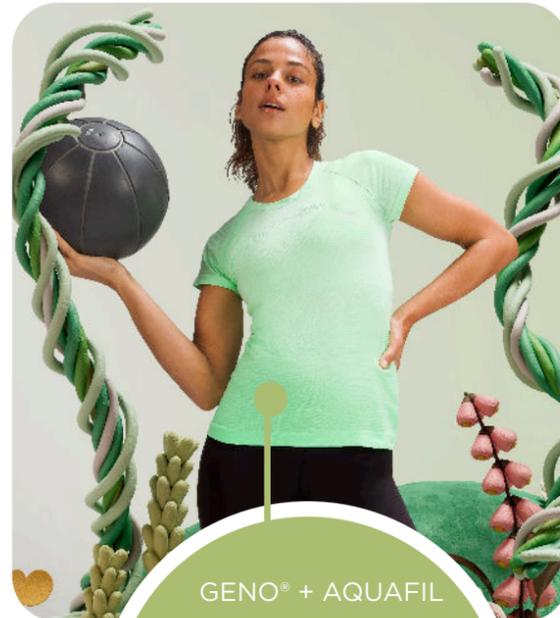
EVO® by Fulgar
**BIO-BASED
MULTIFUNCTIONAL
FIBER**

EVO® BY FULGAR IS A YARN MADE FROM CASTOR OIL

Ultralightweight, quick drying, more elastic than a 6.6 polyamid, built-in bacteriostatic and intrinsic thermal insulation properties, perfect for stretch soft sport garments.



Lululemon

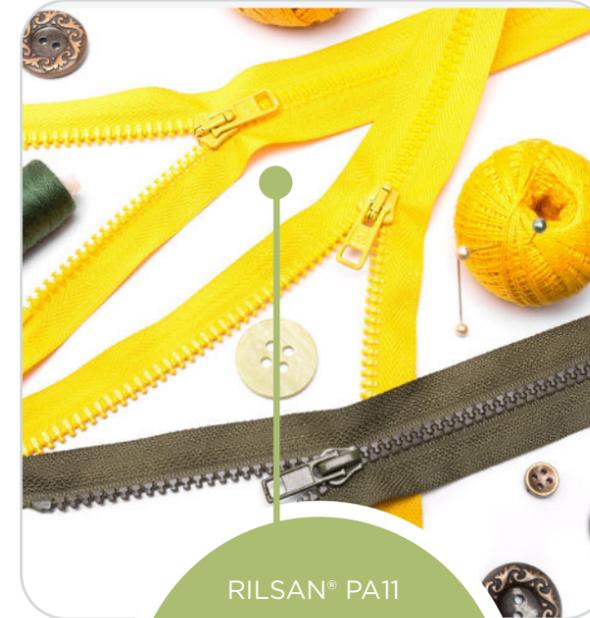


GENO® + AQUAFIL
**PLANT-BASED
POLYAMIDE
ALTERNATIVE**

RENEWABLY SOURCED, PLANT-BASED POLYAMIDE (Nylon 6.6)

Thanks to the fermentation of plant sugars, Genomica convert first plant based intermediate to plant-based nylon fibers that can be used to produce petrol-free fabrics, that are lightweight, quick-drying and high-performant.

Arkema



RILSAN® PA11
**POLYAMIDE FROM
CASTOR BEANS**

DERIVED FROM CASTOR OIL, RILSAN® POLYAMIDE 11 IS A HIGH PERFORMANCE POLYMER OF 100% RENEWABLE ORIGIN.

Since their inception, these biosourced resins have been synonymous with performance and durability. Additionally, Rilsan® PA11 textiles can be paired with buttons or zippers made from the same Rilsan® PA11 polymer to increase recyclability.

Arkema



TORAY
ECODEAR N510®

100% BIOBASED POLYAMIDE

Solid and resisant to heat as nylon 6.6, this promising fiber will be available end of 2024.

**CASTOR OIL
INTEREST INCREASED
+144%
YOY**

ECO INNOVATION bio-based alternatives to EA and PE

SUSTAINABILITY RADAR FOR SPORTS & OUTDOOR

Lycra

LYCRA TROUSERS
+140%
YOY

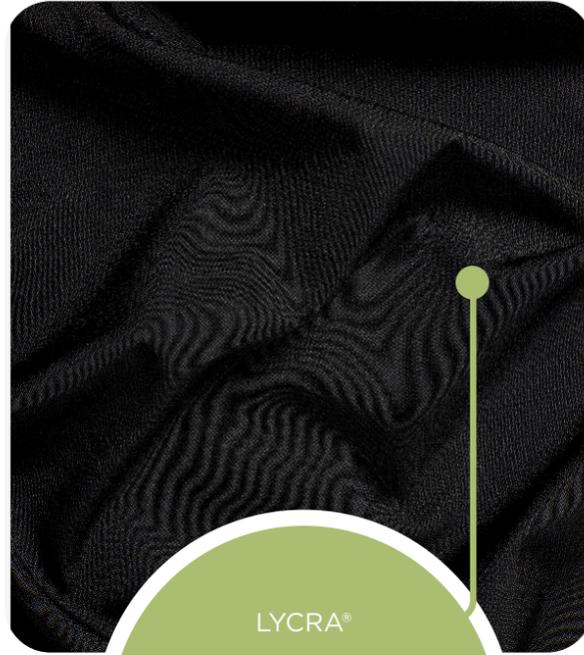


QIRE
BIOBASED LYCRA
FROM CORN

70% BIOBASED LYCRA

This partly bioderived spandex fibre is made from Qira, which is corn grown in the fields of the American state of Iowa. A key ingredient in Lycra fibre is BDO (1,4-butanediol), which is produced from fossil-based resources. Qira is a next-generation BDO made from annually renewable field corn

Lugano Fabrics



LYCRA®
LYCRA®T400®
ECOMADE

MADE IN PART FROM RENEWABLE PLANT-BASED MATERIALS AND RECYCLED PET BOTTLES

Lyca®T400 Ecomade create high tenacity and abrasion resistant fabric, compatible with conventional polyester recycling processes. Durable stretch which withstands the rigours of repeated industrial laundering and maintains consistency of fit, aesthetic and performance over time.

Sorona®



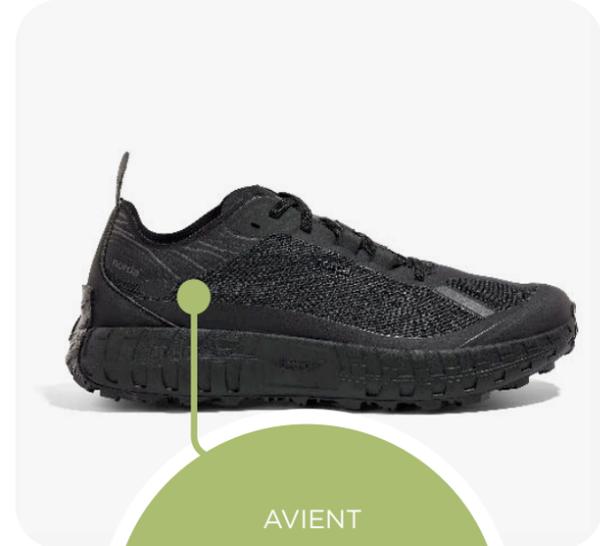
SPANDEX SHORTS
INTEREST INCREASED
+60%
YOY

DUPONT™ SORONA®
37% BIOBASED
EA ALTERNATIVE

HIGH QUALITY COMFORT STRETCH FABRIC WITHOUT SPANDEX

Sorona® is an innovative fiber designed to replace elastane. It's very soft, resistant and insulating. But unlike elastane, it dries faster, doesn't wrinkle and doesn't pill. It's UV-resistant: colors last much longer, which means a longer product life. Sorona® is a fabric with mechanical elasticity, so it always returns to its original shape. It also replaces feathers for padding, so no use of animal products is needed.

Norda Run Shoes



AVIENT
BIO
DYNEEMA®

ONE OF THE MOST RESISTANT FIBRES IN THE WORLD NOW EXISTS IN A BIOBASED VERSION

Bio-based Dyneema® fiber is the first ever bio-based ultra-high molecular weight polyethylene fiber. Sourced from renewable, bio-based feedstock, it excels in cut and abrasion resistance and has a high resistance to chemicals and UV.

ECO INNOVATION bio-based alternatives to LEATHER

SUSTAINABILITY RADAR FOR SPORTS & OUTDOOR

Tiradia Cork



TIRADIA
CORK

CORK IS SUSTAINABLE, AND VEGAN AND A RESPONSIBLE CHOICE FOR ACCESSORIES

SINCE THE LEATHER IS HARVESTED FROM CORK OAK, IT DOES NOT REQUIRE TREES TO BE CUT DOWN.



Vegtus



DESSERTO®
CACTUS
FIBER

CACTUS GROWS FROM RAIN WATER AND THE PLANT REMAINS UNHARMED.

THE PRODUCTION OF CACTUS LEATHER PRODUCTION ENRICHES THE SOIL'S MICRO-FLORA AND MACRO-FAUNA.

CACTUS LEATHER
INCREASED BY
+100%
IN SEARCHES YOY

Will's Vegan Store



CEREAL
CROPS

MADE WITH BIO OIL SOURCED FROM ORGANIC CEREAL CROPS.

THE MATERIAL IS 69% BIO OIL AND 31% PU. IT IS FULLY PVC FREE.

VEGAN LEATHER
INCREASED BY
+37%
IN SEARCHES YOY

Adidas



MYLO®
MUSHROOMS
UNLEATHER

MYCELIUM IS AN INFINITELY RENEWABLE SOURCE.

THE MYCELIUM FOR MYLO LEATHER IS PRODUCED WITHIN DAYS, UNLIKE THE RESOURCE INTENSE PROCESS OF RAISING LIVESTOCK. SEEN AT ADIDAS, LULULEMON, STELLA MCCARTNEY

ECO INNOVATION bio-based paddings

SUSTAINABILITY RADAR FOR SPORTS & OUTDOOR

Photography is by Aalto University, Mikko Raskinen and Anna Berg., Dezeen

8 by Yoox

Imbotex



FLUFF PUFF®

PLANT BASED PADDING

CREATED FROM PLANTS CULTIVATED ON REWETTED FINNISH PEATLANDS

Cattail ("Typha Latifolia") absorbs 66 per cent less water than down and dries twice as fast.

PATAGONIA NORTHFACE ARE THE MOST SEARCHED BRANDS FOR ECOPUFFER

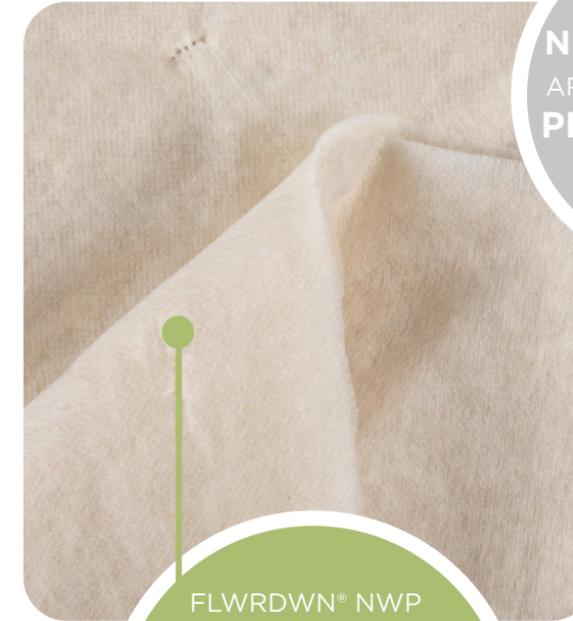


SALTYCO®

BIO PUFF

PLANT-BASED FIBERFILL MATERIAL

A warm, lightweight and biodegradable insulation material; that's grown in wetlands through regenerative agriculture and alternative water sources.



FLWRDWN® NWP

WILD FLOWER PADDING

PADDING MADE IN A COMBINATION OF WILDFLOWERS

Wildflowers without any pesticides or artificial irrigation, are combined with PLA and a patented cellulosic aerogel that bring out the thermal-warming properties, creating an innovative mix.

THE NEATHERLANDS ARE IN 5TH POSITION PERFORMANCE PUFFER SEARCHES





ECO- INNOVATION

WITH CONSCIOUS USAGE OF CHEMISTRY

BIODEBASED ALTERNATIVES

COATINGS AND TREATMENTS

INDUSTRIAL WASTE

FOOD WASTE

ECO DYEING

ECO INNOVATION coatings and treatments

SUSTAINABILITY RADAR FOR SPORTS & OUTDOOR

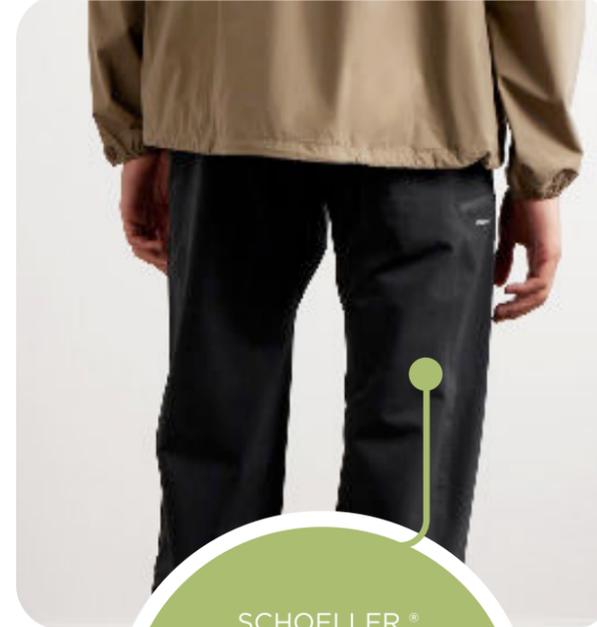
Bergans

Wonder Alpine

Satisfy

Volcom

EVERWAX
INCREASED
+245%
YOY



HALLEY STEVENSONS
EVERWAX OLIVE®

BEYOND
SURFACE TECHNOLOGIES
MiDori® bioWick

SCHOELLER®
ECOREPEL® BIO

TEFLON ECOELITE®
**NON-FLUORINATED
TEFLON**

NATURAL PLANT-BASED WATER RESISTENT TREATMENT

Using a blend of Olive Oil, Rapeseed and castor beans, this 100% recyclable outdoor anorak (woven with Spinnova yarn, organic cotton yarn and Tencel yarn) has a significantly improved fabric that can successfully carry a performance surface finish.



100% BIOCARBON TREATMENT MADE FROM MICROALGAE OIL.

The active ingredient is 100% dried microalgae biomass which has been grown in controlled, sealed environments and is GMO free. It provides excellent durability and fast-drying properties, ideal for performance wear.

ENVIRONMENTALLY FRIENDLY WATER AND DIRT REPELLENCE

PFC-free highly functional, permanently odorless high-tech finish based on renewable primary products, mimicking the protective plant cuticle that repels morning dew and heavy rains.



RENEWABLY SOURCED, NON-FLUORINATED REPELLENT FINISH

Biobased on 60 percent renewably sourced raw materials. Engineered for uninterrupted production process and compatible with commonly used finishing auxiliaries, including wetting agents and extenders. Maintains fabric breathability for maximum comfort.



ECO INNOVATION coatings and treatments

Jessica Redgrave

DWR TREATMENT
INCREASED
+113%
YOY

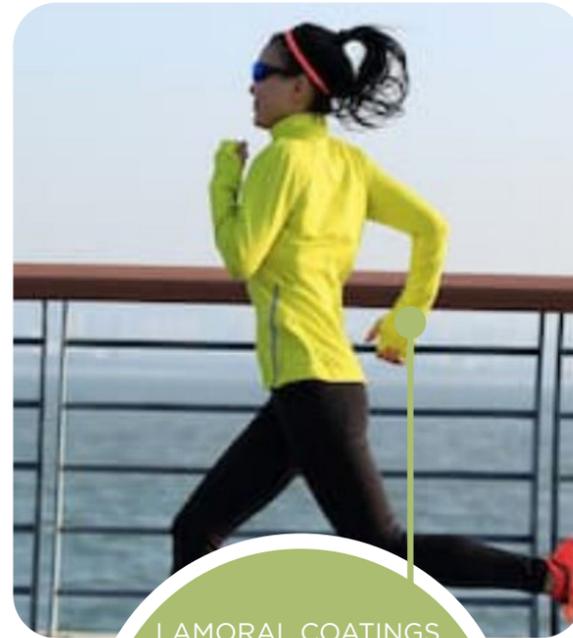


CLIMAFIBRE®
**NATURAL
WR PROTECTION**

A HYDROPIC COATING MADE ENTIRELY FROM SUNFLOWERS

The hydrophobic coating is made from a by-product of the sunflower oil industry and provides water-resistant protection for natural fibres without the use of harmful chemicals. The fabric maintains its breathable qualities with minimal alteration to its aesthetics or hand feel.

Lamoral



LAMORAL COATINGS
**CHEMICAL-FREE
DWR FINISH**

BIO-BASED, PFC- AND MEKO FREE WATERREPELLENT FINISH

70% bio-based and fluorocarbon (PFC) free durable water repellent coating that lasts for over 100 washing cycles with zero effect on hand-feel, breathability and wearing comfort.



HeiQ Barrier

**NIK WAX
+130%**
IN SEARCHES YOY



HeiQ ECO DRY
**64% BIOBASED
PFC-FREE DWR**

AN INNOVATIVE, ECO-FRIENDLY AND NON-PFC BASED REPELLENT TEXTILE TECHNOLOGY

HeiQ Eco Dry is among the most effective non-PFC water repellent textile technologies on market, capable of achieving water repellency performance identical to or better than PFC C6 levels, providing protection against water and water-based stains.





ECO- INNOVATION

WITH CONSCIOUS USAGE OF CHEMISTRY

● BIOBASED ALTERNATIVES

● COATINGS AND TREATMENTS

● **INDUSTRIAL WASTE**

● FOOD WASTE

● ECO DYEING

ECO INNOVATION recycling industrial waste : PL/PA

SUSTAINABILITY RADAR FOR SPORTS & OUTDOOR

UNIQLO
IS INCREASING
+60%
IN SEARCH ABOUT
RECYCLED
POLYESTER

Thermore



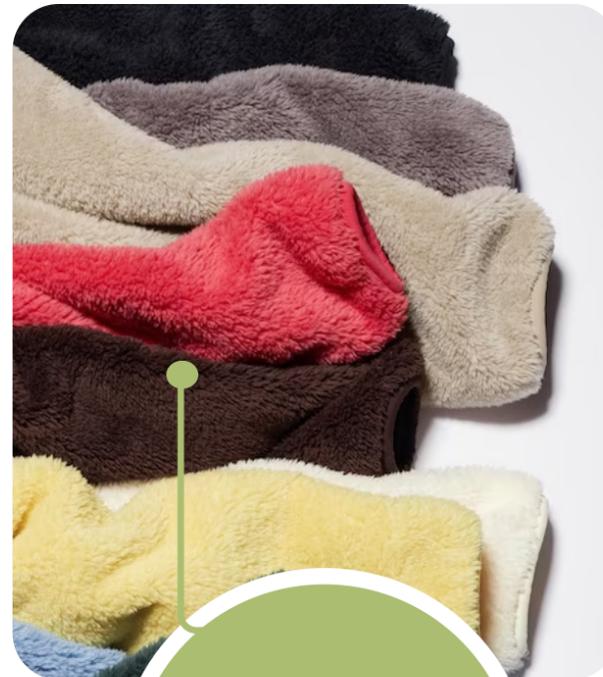
ECODOWN
FIBERS OCEAN®

FROM PLASTIC
BOTTLES

ECODOWN FIBERS FROM THERMORE ARE MADE FROM 100% OCEAN BOUND RAW MATERIALS.

THEY ARE MADE EXCLUSIVELY FROM OCEAN CYCLE CERTIFIED PLASTICS, THE SAME OCEAN BOUND PLASTICS (OBP) THAT ACCOUNT FOR 80% OF THE CONTAMINATION OF SEAS AND OCEANS FROM LAND-BASED SOURCES

Uniqlo

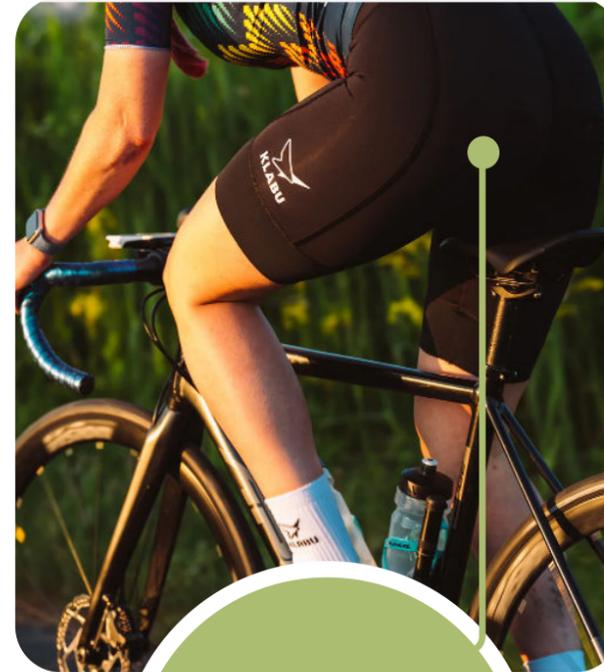


RECYCLED
POLYESTER

RECYCLING WASTE

NEW CLOTHES MADE BY RECYCLING LIMITED RESOURCES ARE BECOMING INCREASINGLY VISIBLE IN UNIQLO'S PRODUCT LINE-UP, AIMING TO SWITCH APPROXIMATELY 50% OF ALL MATERIALS USED TO RECYCLED MATERIALS BY 2030.

Klabu

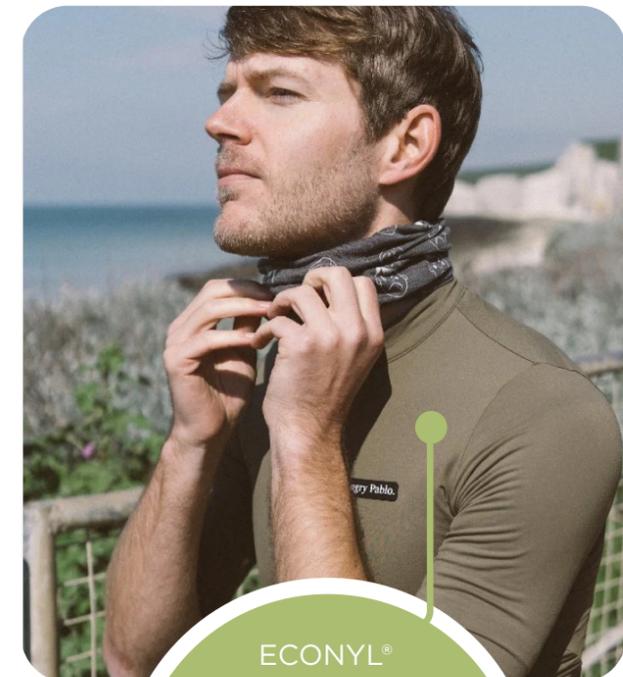


PERFORMANT
RECYCLED
POLYAMIDE

PRE AND POST CONSUMER WASTE

RECYCLED POLYAMIDE FROM PRE-CONSUMER FABRIC WASTE, OR POST-CONSUMER MATERIALS LIKE INDUSTRIAL FISHING NETS, IS REGULATED BY SEVERAL STANDARDS THAT TRACK RECYCLED POLYAMIDE THROUGH THE SUPPLY CHAIN, INCLUDING THE RECYCLED CLAIM STANDARD (RCS), GLOBAL RECYCLED STANDARD (GRS) AND SCS RECYCLED CONTENT.

Angry Pablo



ECONYL®

REGENERATED
POLYAMIDE

ECONYL® IS -50% OF CO2 EMISSIONS AND USES -50% ENERGY COMPARED TO VIRGIN POLYAMIDE YARNS.

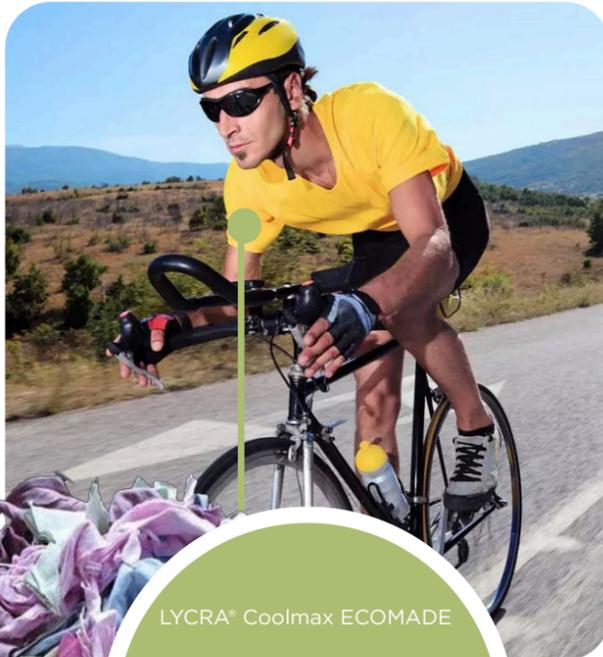
IT COMES PARTLY FROM NYLON FISH NETS FROM THE OCEAN, AND PROVIDES A CONSISTENT AND RELIABLE PRODUCT WITH THE SAME CHARACTERISTICS AS VIRGIN POLYAMIDE.

RECYCLED
POLYAMIDE
+171%

IN SEARCHES YOY

ECO INNOVATION recycling industrial waste : textile

Lycra®



LYCRA® Coolmax ECOMADE

100% TEXTILE WASTE

THE MOST INNOVATIVE RECYCLING COMES FROM TEXTILE TO TEXTILE

LYCRA® COOLMAX® EcoMade technology is made from 100% textile waste and helps keep the wearer cool, dry and comfortable during any activity.

Zara



CIRC®

REGENERATED LYOCELL & POLYESTER

CIRC'S REGENERATED POLYESTER LOOKS, FEELS, AND PERFORMS JUST LIKE VIRGIN

Effortlessly integrating into existing manufacturing processes, Circ® polyester fibers are a true textile-to-textile solution - bringing us one step closer to a fully circular fashion economy. They developed a hydrothermal process recovers the original materials from polycotton blends, something that - until now - had never been done before.

Lagoped



SYMPATEX

CLOSED LOOP MEMBRANES

RECYCLED POLYESTER FROM MEMBRANE CUT-OFFS

Pre-consumer polyester membrane offcuts reused to create PFC free membranes that are 100% recyclable.

MAJOR RECYCLING COMPANIES

DePoly
Ioncell
CuReTechnology (NL)
Ioniga (NL)
Block Texx
Protein Evolution
Premirr Plastics
Renewcell

Circ
Re-lastane
Ambercycle
Worn Again
Infinited Fiber Company
Eastman
Carbios

ECO INNOVATION recycling industrial waste : tyres

SUSTAINABILITY RADAR FOR SPORTS & OUTDOOR

RECYCLED TYRES INTEREST +281% YOY

Xinca



RECYCLED TIRES

1.3 BILLION TIRES ARE PRODUCED EVERY YEAR AND TAKE 600 YEARS TO DEGRADE.

Without further toxic solvents or heavy metals the recycled material has great abrasion and mechanical resistance.

Vaude



END OF LIFE TYRES

ULTRA LIGHTWEIGHT RUCKSAC IN A DURABLE AND ROBUST POLYAMIDE

PA manufactured using a mass balance method, including recycled used tyres, and PE made from recycled PET bottles. PFC-free Eco Finish, against rain and humidity.

Fulgar

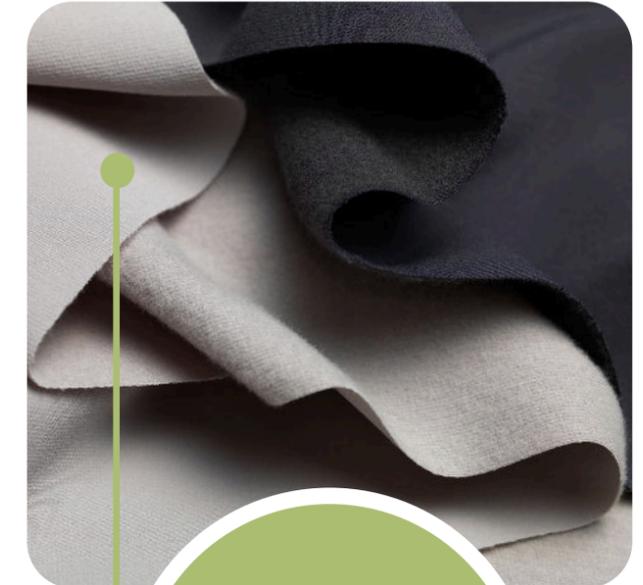


100% END OF LIFE TYRES

Q-CYCLE IS AN INNOVATIVE POLYAMIDE 6.6

100% of the raw material needed for its production had been replaced by pyrolysis oil from end-of-life tyres. Same functional and aesthetic benefits of lightness, strength and resistance as conventional polyamide.

Schoeller® Ecorepel



RECYCLED Q-CYCLE + NATIVA MERINO

TEXTILE INNOVATION NATURETEC ECO-REPEL®

Double-woven recycled Q-cycle polyamide with brushed interior made from sustainable NATIVA merino wool, a 4 way stretch quality fabrics, perfect for outdoor clothes in the transitional seasons, providing pinnacle functionality, comfort and durability.



ECO- INNOVATION

WITH CONSCIOUS USAGE OF CHEMISTRY

- BIOBASED ALTERNATIVES
- COATINGS AND TREATMENTS
- INDUSTRIAL WASTE
- **FOOD WASTE**
- ECO DYEING

ECO INNOVATION recycling food waste

QWESTION



Agraloop®

**BANANA
AGRI WASTE**

**LIGHTWEIGHT BAG FOR OUTDOOR
USE IN CERTIFIED ORGANIC PLANT
FIBERS**

AND NATURAL WOOL AND ALUMINIUM = ENSURING THE PRODUCT WILL LEAVE NO TRACE. A FIRST 100% PLASTIC FREE BAG, FOR A REGENERATIVE FUTURE.

CAT



Pinatex®
Pinyarn®

**PINEAPPLE
FIBER**

**RE-USING THE YEARLY WASTE OF
40 TONS OF PINEAPPLE LEAVES.**

IT TAKES ONLY 16 PINEAPPLES TO PRODUCE 1M² OF PINATEX®. A BREATHABLE, SOFT AND FLEXIBLE MATERIAL..

**VEGAN
LEATHER**
MENTION INCREASED
+14%
YOY

Sayel



FRUITLEATHER®
Rotterdam

**MANGO VEGAN
LEATHER**

SWEATER MADE FROM HEMP OIL

HEMP FIBER CAN BE VERY GOOD ALTERNATIVE FOR SOFT SPORTS, MIXED WITH ORGANIC AND RECYCLED COTTON, AS IT IS UVRESISTANT, AND HIGHLY ABSORBENT, BREATHABLE AND EASY TO DYE.

NAT-2



CULTTHREAD

**COFFE-CYCLED
VEGAN LEATHER**

UPCYCING COFFEE WASTE

A NEW RECYCLED VEGAN LEATHER. 30% OF COFFEE-CYCLED VEGAN LEATHER IS MADE FROM RECYCLED COFFEE GROUNDS, AND 70% RECYCLED WATER BOTTLES.

ECO INNOVATION recycling food waste



Womsh

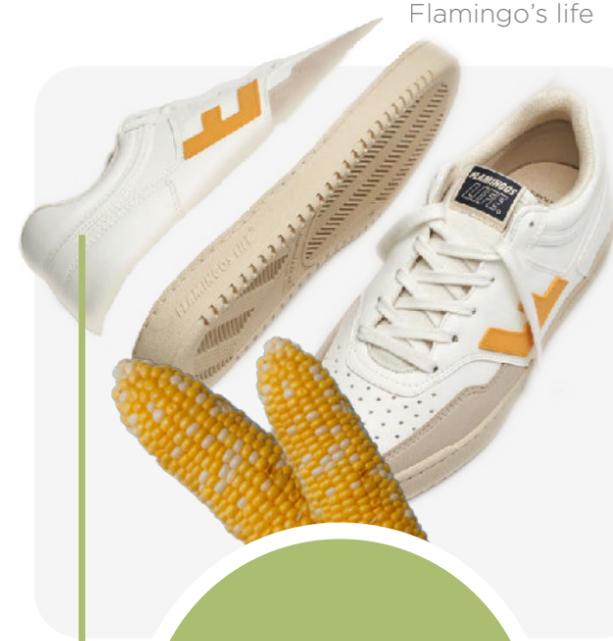


ALTEX®

APPLE VEGAN LEATHER

REPURPOSING APPLE SKIN WASTE OF THE FOOD INDUSTRY.

APPLE LEATHER CREATES A SKIN-LIKE MATERIAL, AVAILABLE IN A WIDE SELECTION OF COLORS.

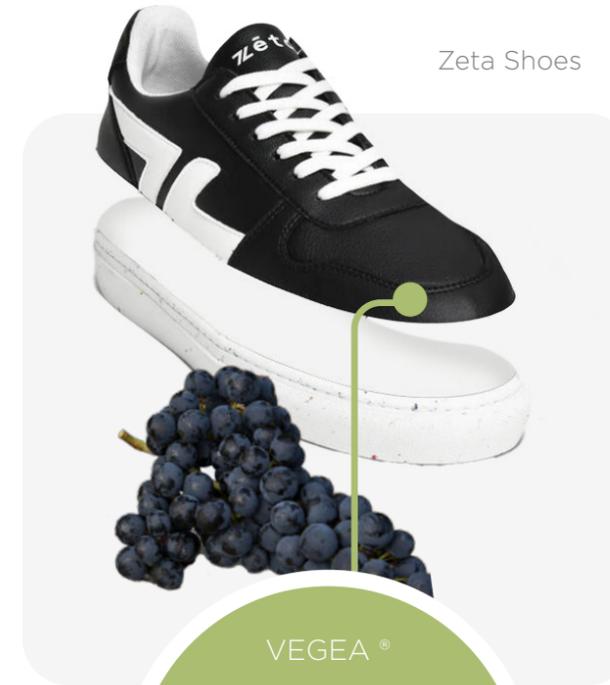


Flamingo's life

CORN VEGAN LEATHER

RE-USES UP TO 47% OF CORN WASTE FROM FOOD INDUSTRY.

IT HAS LESS THAN 78% OF THE WATER CONSUMPTION AND LESS THAN 66% OF THE CO2 EMISSIONS AS ANIMAL LEATHER.



Zeta Shoes

VEGEA®
GRAPE VEGAN LEATHER

REPURPOSE THE 7M TONS OF YEARLY WINE INDUSTRY WASTE.

IT IS FREE FROM TOXIC SOLVENTS, HEAVY METALS AND OTHER HARMFUL SUBSTANCES. IT IS VERY RESISTANT AND FLEXIBLE.

VEGAN RUNNING SHOES
INCREASED BY
+200%
IN SEARCHES YOY



ECO- INNOVATION

WITH CONSCIOUS USAGE OF CHEMISTRY

● BIOBASED ALTERNATIVES

● COATINGS AND TREATMENTS

● INDUSTRIAL WASTE

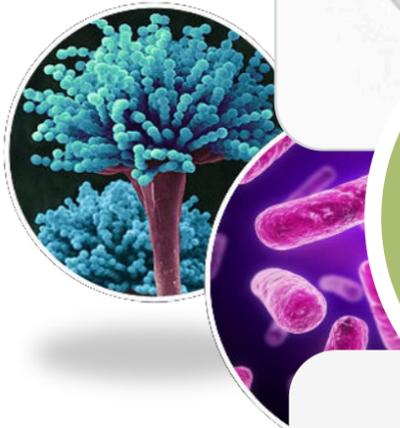
● FOOD WASTE

● ECO DYEING

ECO INNOVATION eco dyeing

SUSTAINABILITY RADAR FOR SPORTS & OUTDOOR

NATURAL DYEING
INCREASED
+140%
IN SEARCHES YOY



Colorifix



COLORIFIX®
PIGMENTS MADE BY MICRO-ORGANISMS

PIGMENT CREATED VIA DNA ANALYSIS AND MICROBIOLOGY

These microorganisms grow on renewable feedstocks such as sugar, yeast, and plant-byproducts. They divide every 20 minutes, creating a large quantity of colourful dye liquor within just one or two days. Compatible with standard dye machines, without additional special equipment nor toxic chemicals.

Ever dye



EVE DYE
ELECTROSTATIC DYES

15X LESS ENERGY CONSUMPTION WITH NO HEAT TREATMENTS

By combining pigment with an organic polymeric binder of biological origin, it offers perfect electrostatic fixing without heat and in a short time. In addition, this technology facilitates water cleaning with a simple mechanical filter to allow water to be released into our ecosystem without damage.

© Officina+39



RECYCROM™
PIGMENTS OUT OF TEXTILE SCRAPS

A DYEING SOLUTION MADE OF 100% RECYCLED CLOTHING, FIBROUS MATERIAL AND TEXTILE SCRAPS

Officina +39 has developed a system to reprocess the scraps and transform textile fiber into colored powder. In contrast to other dyes, Recycrom is applied as a suspension and not as part of a chemical solution - cutting environmental impact.

Ø ZDHC

DyeRecycle



DYERECYCLE®
RECYCLING DYES

EXTRACTING DYES AND REVERTING WHITE FABRIC.

A solution without toxic solvents, which extracts the colour from synthetics, and can then be reused as a dye bath for other garments. An ingenious way of creating a dye on the one hand, and reverting to white textiles on the other, to generate a pool of uniform materials for recycling. (ISO 14.001 and 50.001 certified.)





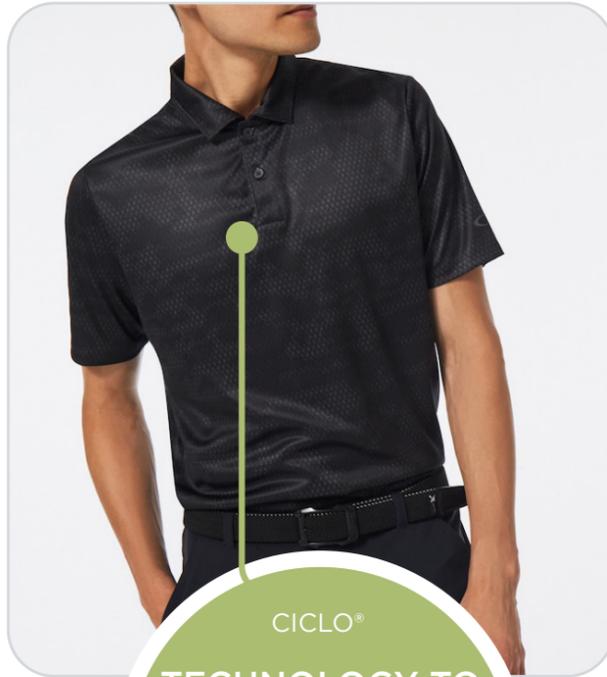
SMART- SOLUTIONS

THE KEYS TO ECO DESIGN

SMART SOLUTIONS improve biodegradability

SUSTAINABILITY RADAR FOR SPORTS & OUTDOOR

Oakley



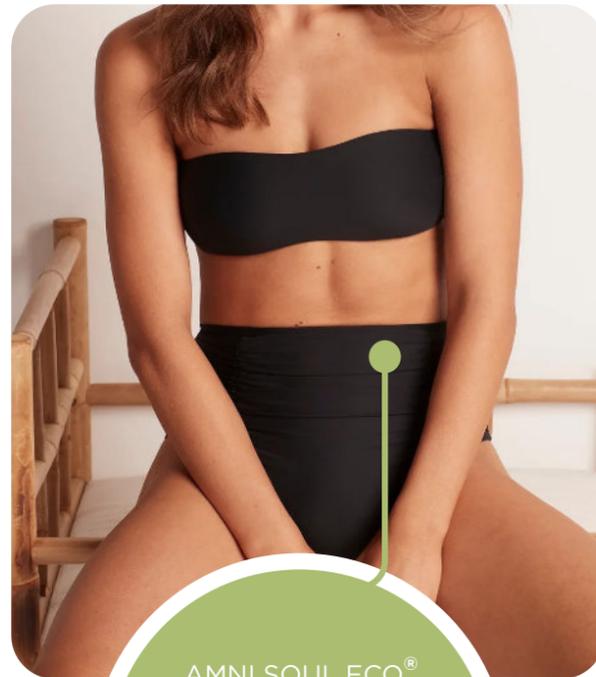
CICLO®
TECHNOLOGY TO
ACCELERATE
BIODEGRADABILITY

CICLO® FIBERS BIODEGRADE AS NATURAL FIBERS

And is an eco-based solution to mitigate synthetic microfiber pollution. CicLO® is garnering more attention as the topic of microplastic fragmentation increasingly resonates with consumers, as adding Ciclo technology to PE and PA is scientifically proven to accelerate biodegradability, without being toxic to marine life.



Fulgar



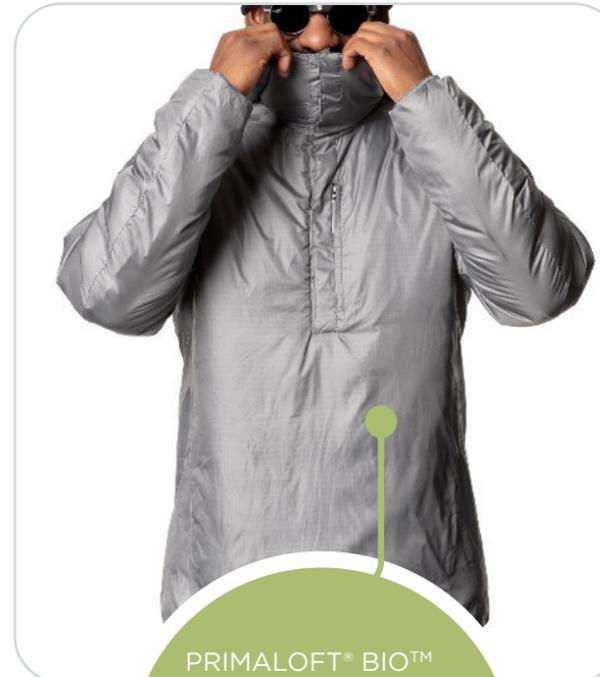
AMNI SOUL ECO®
BIODEGRADABLE
POLYAMIDE

100% BIODEGRADABLE, 100% RECYCLABLE AND REUSABLE POLYAMIDE FIBER

Amni Soul Eco®, the world's first polyamide yarn with additives to accelerate its decomposition in landfills, has now been improved to also reduce the environmental impact of microplastics generated in laundry that end up in marine environments.



Houdini



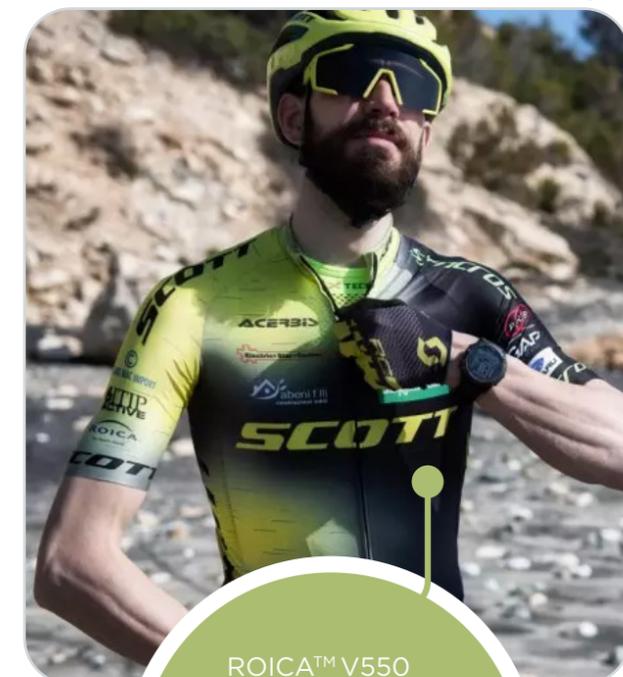
PRIMALOFT® BIO™
BIODEGRADABLE
INSULATION

PRIMALOFT® BIO™ FIBRES BREAK DOWN AT A VERY ACCELERATED RATE

In landfill, oceans and sewage because they were optimised to be more palatable to the natural microbes in these specific environments. They are made from recycled PET Bottles, and designed to return to materials found in nature. This helps reduce the long-term impact of microplastics.



Scott racing



ROICA™ V550
BIODEGRADABLE
ELASTAN

IMPROVE BIODEGRADABILITY OF STRETCH FABRICS

Biodegradable elastane such as Roica™ V550 are innovatively designed to break down faster than their conventional counterparts, without leaving harmful substances into the environment.





ECO DESIGN

taking into account the impact of each step of the process of production, from the fibre to the end of life of the product

- LESS IMPACT ON THE ENVIRONMENT
- RESPOND TO CUSTOMERS DEMAND
- RESPOND TO LEGISLATION
- INNOVATE
- SAVE MONEY

KEY TAKEAWAYS sustainable radar

SUSTAINABILITY RADAR FOR SPORTS & OUTDOOR

SUSTAINABLE FASHION
INCREASED BY **+300%**
IN SEARCHES IN THE NEATHERLANDS

MATERIALS
SUSTAINABLE HERITAGE
ECO INNOVATION



Mover

ORGANIC VENTILE®
ZERO PLASTIC
FROM THE HIGH DENSITY COTTON SHELL FABRIC TO ACCESSORIES THE PRODUCT IS CONCEIVED TO BE RECYCLABLE



MANUFACTURER
TRANSPARENCY
WORK ETHIC
STANDARDS



B CORP
INCREASED BY **+50%**
IN SEARCHES YOY

SLOW FASHION
PRE-ORDERS
MADE TO MEASURE

PRE-ORDER CLOTHES
INCREASED BY **+300%**

WASTE
SMART SOLUTIONS

ENHANCE LIFECYCLE
GREENWASHING
INCREASED BY **+160%**
IN SEARCHES YOY

RENTAL
SECOND HAND

CLOTHES RENTAL
INCREASED BY **+50%**





LIVETREND

THANK YOU !

**S P O R T S & O U T D O O R
S U S T A I N A B I L I T Y R A D A R**

B Y L I V E T R E N D

Make sure to have the right data driven information to make the most sustainable decisions.

If you have further needs, please contact us via chat.

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