

The **SPIN OFF**

Modern. Matters.



#01

Vintage is the New Black / Real Retail / Future Functions
Products with Purpose / Old New Luxury / Urban Outdoors

Welcome *The Spin Off*

Here is the result of many months of brainstorming, discussing and designing: The SPIN OFF — The international fashion magazine for contemporary essentials, progressive products and real style. You might ask what is it all about and why something new? Because just as everything around us is changing, in the last 12 months more and faster than ever, so are we. And an ever-changing fashion world needs a new medium. It needs The SPIN OFF.

The SPIN OFF sees the bigger picture and puts sustainability at the center of attention because it is the most pressing challenge of our times. The SPIN OFF reports comprehensively and progressively about concepts, brands, trends and products that are sustainable.

We understand sustainability as a topic with many facets affecting the fashion industry as well as consumer fashion trends. It's about the desire to discover nature and the outdoors, the passion for quality, the finest fabrics, tradition and craftsmanship, the urge to care for your health, well-being and body through sports, the revival of vintage and pre-loved fashion, the innovations around recycling and upcycling, and also the opportunities that new technologies and intelligent fabrics and fibers offer.

Last but not least we will give a voice to the influencers and pioneers, to the designers and retailers, to the entrepreneurs and developers that have the biggest impact on this modern sustainable 'lifestyle' that affects all of us. This is the universe of The SPIN OFF.

Within this orbit The SPIN OFF serves as a visual trend book for brands of the international fashion community.

With its Europe wide distribution and through its print and digital channels The SPIN OFF addresses a B2B readership of fashion professionals, buyers, retailers and designers. The SPIN OFF is—as a title in its own right—an integral part of the TextilWirtschaft

family within dfv Media Group and expands the existing B2B fashion portfolio. In managerial terms, one would speak of using common synergies, but it is much more emotional: "We are Family!" And we are proud to be a part of this family. Because with its various B2B media brands, dfv Media Group has the highest level of expertise to respond to current topics with this new media offering.

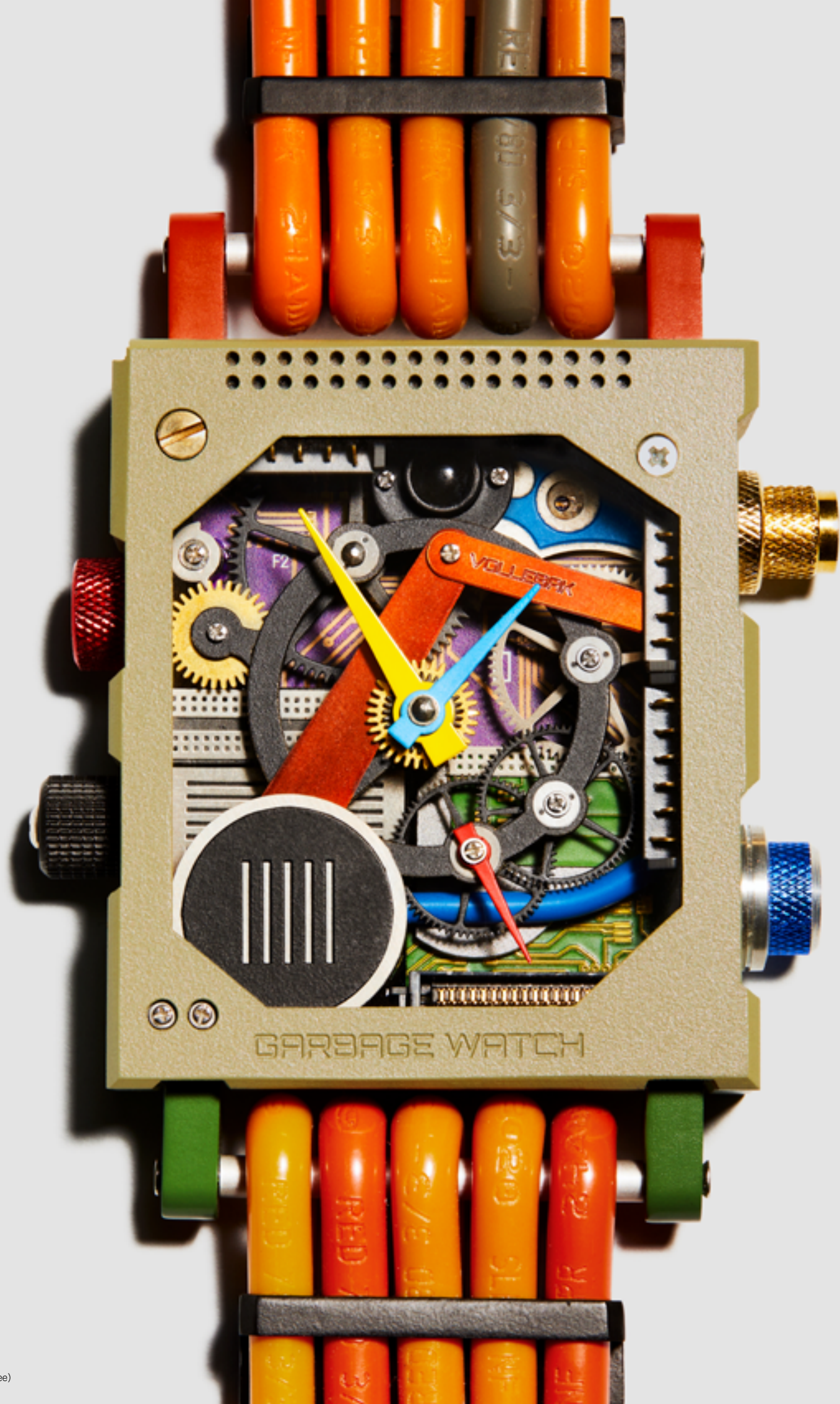
The first printed issue of The SPIN OFF will be published in March, three more issues will follow during 2021, in June, August and October. To give you a first idea, we created this teaser: Fifty pages packed with content featuring remarkable PEOPLE, RETAIL, BRANDS, SHOOTS, TRENDS and FABRICS that the fashion world has to offer.

Look forward to much more of that on March 18 with the drop of the printed version. Meanwhile you get more purposeful and valuable content on our newly created website the-spin-off.com and via our social media channels on Instagram, Facebook and LinkedIn.

Please welcome The SPIN OFF.
Modern. Matters.

Sabine Kühnl
Executive Editor The SPIN OFF

P.S. Please feel free to send me an email with your comments and questions to kuehnl@the-spin-off.com



Sneak Peek

A first look at The SPIN OFF...

People / **Norma Kamali**

Legendary designer Norma Kamali continues to point fashion's compass towards the better in a career that currently spans more than five decades—and is still going strong. If anyone in fashion embodies the original definition of sustainable (“capable of continuing for a long time at the same level” according to the Macmillan Dictionary), it's Norma Kamali.

Invincible Inspiration

Interview Christopher Blomquist

An acclaimed and successful trailblazer in design and personal wellness, the now 75-year-old's physical appearance and overall attitude belie her age by decades and her approach to design and business remains as cutting-edge and modern as it was in the 1970s and 1980s when she introduced her famous Parachute Dress, Sleeping Bag Coat and her first collection of sweats long before the term athleisure had been coined. An early proponent of selling online, Kamali continues to peddle her now unisex looks and wellness products mostly through her own e-commerce platform. This year she will attain another new accomplishment when her first book, *I Am Invincible*, a handbook for navigating each of life's decades, is published by Abrams Books in February. Here, she shares her wisdom about fashion's future and why experience should be embraced instead of evaded.

How has your design philosophy evolved in the 53 years that you have been in the business? And what words would you use to describe it today?

My design philosophy is exactly the same as it was 53 years ago and I guess this is what defines authenticity. However my experience makes me better at what that is and freer to take chances knowing I can figure out a backup plan if I get too adventurous.

What do you think the future of fashion and fashion design is?

Smart clothing, sustainability and function is the future and it will not be called fashion because in fact it might actually be the opposite of fashion.

You were a pioneer when it comes to e-commerce. What are your thoughts on the current state of retail and where do you see it headed?

E-commerce was and is the saving grace for fashion and commerce pre-Covid and now during Covid even more meaningful. After Covid I envision e-commerce and meet-up events globally will be the new concert and entertainment with each brand collaborating with other brands to create commerce and entertainment.

What materials and production methods do you think will rule in the coming years?

Year-round all weather multifunctional smart materials that are reusable and recyclable.

Your first book is being published soon and in it you talk about “aging with power.” How can people—and the fashion business itself—achieve this?

Don't fear age, embrace experience and knowledge and stop using inflammatory phrases such as anti-aging and anti-wrinkle... I'm sort of joking but you know what I mean.





Sébastien Kopp (l.) and Ghislain Morillion, founders, Veja

Not a Sprint but a Marathon

Sébastien Kopp and Ghislain Morillion started Veja in 2004 and they have made their way, step by step. This is what Kopp says about that way. *Interview Julia Mönnich*

What's the secret behind Veja's success?

We never talk for consumers but since Veja started, we are mixing ecological material and social justice on one side, design on the other. A lot of our clients don't know what is behind the brand, which is not a problem for us. Most of them are wearing our sneakers just because they think they are cool, and are discovering the project behind years later, and we like this!

What are the latest developments in your company?

In 2019 we launched our first post petroleum running shoe: the Condor. After four years of research and development, we created a performance shoe that was made of 53% bio-based and recycled materials. The goal? Get out of petroleum one day. But it's a long journey. You need to know that today, 99% of the running shoes of the market are 99% made of plastic (so petroleum based). We developed the Condor with recycled plastic mesh, but also banana oil, ricinus oil for our Pebax, sugarcane, rice waste, Amazonian rubber etc.... Eighteen months after its first release, a lot of customers' feedback and an award received from Ispo as "Product of the Year" in the running category, we are launching the Condor 2. The running shoe is now lighter as we deleted one layer in the upper and has an improved sole. It is 57% bio-based and recycled. We are launching it in January 2021. And the running line of Veja is just at its first steps; it's not a sprint but a marathon!

Being sustainable – what does that mean in concrete terms?

The core of Veja since its beginnings is to go on fields, to know everything of our sneakers from the agro-ecological and organic cotton fields in Brazil to the mud of the Amazonian forest where we buy our rubber from seringueiros (rubber tappers living in the forest and collection latex from the rubber trees). We spend months and months in the factories we produce our sneakers, and we have a team in Brazil that is visiting them every day. We've built a strong relationship with our suppliers. This is why we can say that ecology is not a burden for a company, but a strength. Sustainability is not a Powerpoint. You need to meet people, spend time with them to understand their difficulties and find solutions together.

How important are social media and community thinking for your business?

In 2004, everyone said Ghislain and I were crazy to launch a project like Veja. We started from nothing, and the brand grew ever since. We don't do any advertising. It's one of Veja's pillars: to allocate the budget in raw materials and production and not to what we think it's not real. So it takes more time and a lot of people don't know Veja and what is behind the sneakers. But we don't care, we like to take our time, to do collaborations with talented designers, projects we believe in, artists we admire. And we post everything on our social networks, even our limits. That's how we believe in transparency.

We Feel Like we Are landing on Mars

Text Maria Cristina Pavarini



A new shopping mall surrounded by a green park and entirely focused on ecofriendly clothes, food, design products has just opened in Turin, Italy. Roberto Orecchia, shareholder and fashion responsible, has disclosed the first results and aims of this new challenge.

Green Pea shopping mall, Turin
(photo: Fabio Oggero)



This page:
Roberto Orecchia,
Fashion Brand Director,
Green Pea

Opposite page:
Zegna store at Green Pea
(photo: Fabio Oggero)

Green Pea is a new shopping mall that opened in Turin, Italy, in December 2020. It occupies 15,000 sq. meters on five floors and only hosts sustainable products related to energy, movement, interior decor, clothing and leisure created in harmony with nature.

The mall is hosted inside the first Green Retail Park and the third business project of the Farinetti family already involved in other retail concepts such as Unieuro and Eataly, chain stores specialized respectively in selling domestic appliances and Italian food.

The name of this new mall was chosen as the pea is considered as a tiny symbol of respect that is as round as the Earth and as green as the planet should be. It is also considered as a symbol of mentality change that reminds people to stop consuming or start consuming more respectfully and with less environmental impact.

The store involves more than 100 partners and each floor is themed by different product categories. The ground floor hosts “Life” partners such as car, energy and communication companies; the first floor called “Home” offers décor objects and domestic appliances; the second floor named “Fashion” hosts sustainable fashion brands including, among others, Timberland, Patagonia, Ecoalf, North Sails, K-Way, The North Face, Napapijri, Re-Hash, Brunello Cucinelli and Ermenegildo Zegna; the third floor is named “Beauty”; the fourth floor “Ozio” hosts “creative idleness” activities such as a wellness center including a spa, a swimming pool and other similar attractions, while the whole space also sells books, culture and food products.

Architects Cristiana Catino and Carlo Grometto created this building that features a natural organism surrounded by 2,000 trees and plants. The building is made only with recyclable materials such as steel, iron and glass and it can be completely dismantled. Its wood is from Val Di Fiemme and Belluno areas’ forests that were destroyed during a storm of 2018, while the interior’s floors are made with recycled wood from the Cuneo valleys. The building is painted with Airlite, a paint that reduces air pollution by 88% and kills bacteria by 99.9%. In addition, more than 87% of its hot water is generated by a geothermal plant, more than 88% of its thermic energy and almost 90% of the electric energy it uses for lighting come from renewable photovoltaic sources.

Roberto Orecchia, owner/CEO of the historical apparel Turin store Vestil operating since the 1960s and Green Pea's Fashion Brand Director, explains the main characteristics of this new shopping mall.

How was the idea to start this project born?

It all started ten years ago when I heard Oscar Farinetti speaking about it. In those years it was more an intuition, but after careful analysis we understood that especially the fashion market was not ready for a project like this. Seven years later, in 2017, the market has grown more receptive and we started creating the project.

According to which criteria did you and will you select fashion brands?

We fell in love with some of our partners immediately as, for instance, Patagonia and Ecoalf, as they inspired us in our path to better understand the world of sustainability. From that moment on we tried to look for Italian companies and brands that already offered sustainable products similar to some foreign company models and others that believed in our concept and wanted to start a total conversion of their enterprises toward a green future.

What specific standards shall they respect or what certifications should they achieve?

We didn't explicitly ask this request to brands, but preferred to sit down with them—when it was still possible—and realistically understand what they actually might have done to join Green Pea with their idea of sustainability. We set our own manifesto and that leaves no doubt: if they use cotton it has to be both organic and OGM free; if they want to use wool it has to come from breeding where animals are treated respectfully and at high trackable levels; if they use synthetic materials, instead, they have rather to be made with recycled or recyclable materials.

How do Green Pea's stores respect eco-friendly standards?

We asked our partners to refurbish their shops keeping in mind the same criteria we used for building Green Pea, that is respecting the same criteria of sustainability, we also used, for instance, in selecting different kinds of wood inside the building.

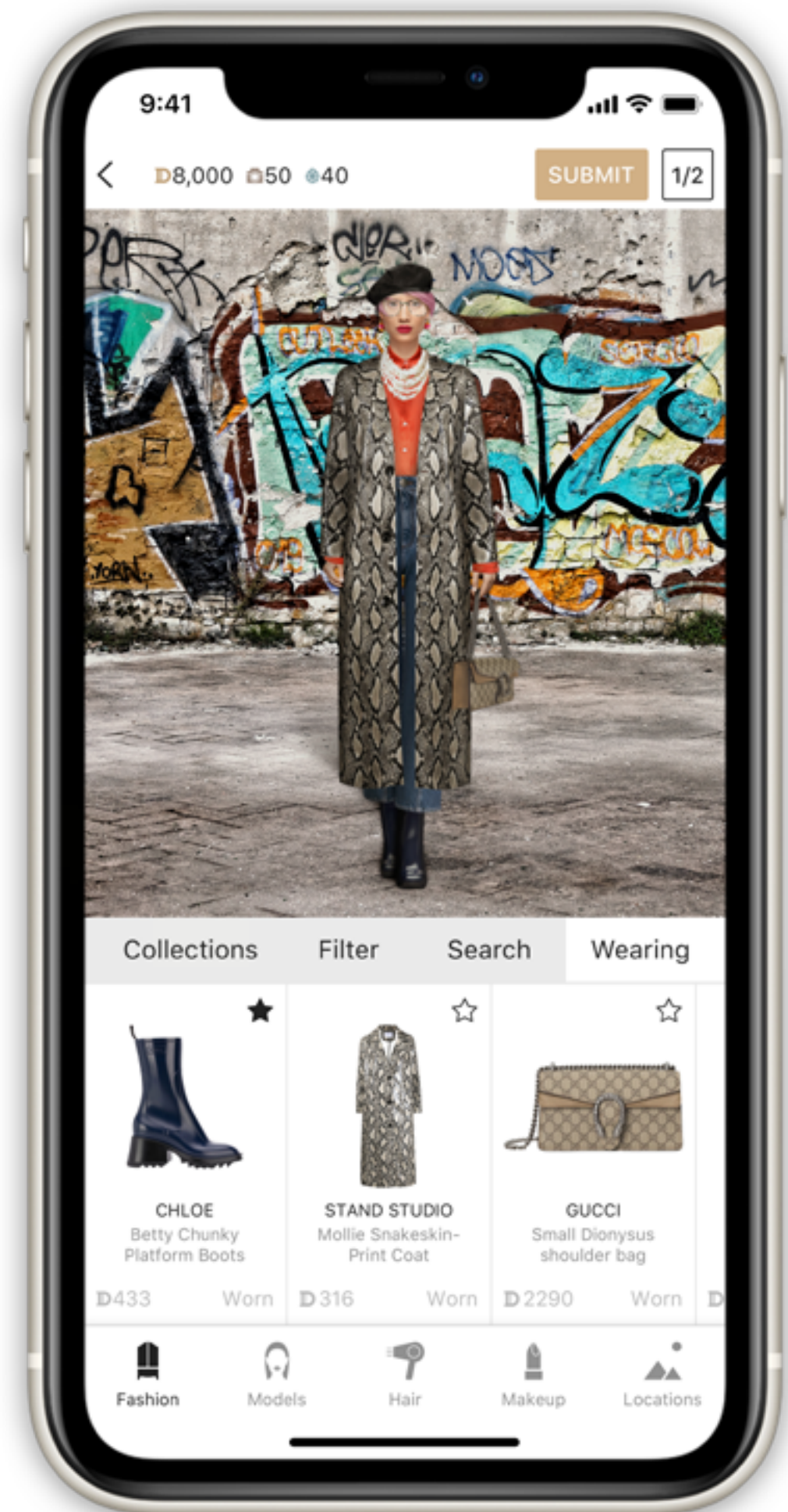
How is the mall running since its opening?

We assist a crescendo every day. Clients are very curious, they enter, look around, “take measures” of the place. It's mostly the younger clients who come here late in the morning though also older ones visit us most preferably early morning. Our public is very variegated both socially and by registry, and we like it for being so transversal.



Game Changer

(Sustainable) Fashion is now being promoted through video games. Here, a conversation with Lucy Yeomans, founder of the first interactive luxury shopping game Drest. *Text Barbara Markert*



You come from classic fashion journalism as former chief editor of the English Harper's Bazaar, later in e-commerce at Net-a-Porter. How do you get from there to gaming?

I think that we live in a really interesting time for fashion and technology right now. The reason to start Drest was very much the response to what I was seeing around me. I increasingly saw brands coming with the need to communicate with audiences in a completely different way.

In what way?

Until now there are a few people saying what is happening in fashion. But the new generation of fashion consumers, the Gen Z and the Millennials, just want something different. They want to be part of the conversation, to share their point of view and a real kind of vehicle for self-expression. The sportswear and the streetwear brands were really opening up the conversation. Gaming for me was fascinating because you give people tools to come in, play, engage and actually have a two-way or a multiple conversation.

Had you been a gamer before?

No, I wasn't a gamer. I started getting interested in them about ten years ago. There I discovered the most incredible narratives and the most beautiful storytelling. They are all about identity and strategy. And if fashion isn't about identity, strategy and beautiful storytelling, what is it about? Also games have moved on to mobile, they've become very demographic. A gamer is no more the teenage boy in his bedroom on his console. Over 60% of gamers are women.

Who is your clientele at Drest?

We have real gamers, people from the fashion industry, but we also have fashion lovers who want to come and interact with fashion in a completely different way.

What is different from the already existing fashion games?

We are a bit of a styling platform and I came up with this concept called "RVR," which is real, virtual, real. The idea is that everything that is in the game is from the real world: So it's real brands, real clothes, a new supermodel line-up casting some of the most exciting women working in fashion, real stories, real talents, like Mary Greenwell for the make-up or Sam McKnight for the hair. We have some meaningful donations being given to philanthropy. We didn't yet have mechanisms in the game that show that, but when you play Drest 5% of all in-app-revenues are going to charity. All this real stuff is then created in the virtual space. At the other end, there are real results. So you either have a brand affinity or you might go on to make a real life purchase.

How does it work?

We have a partnership with Farfetch. At the moment, we have over 200 of the world's luxury fashion brands. Our fashion team curate Drest's fashion edit—so every item is hand-selected by them. All those brands that we chose had to agree to be in Drest.

Do you also work with brands that are not represented on Farfetch?

Yes, we do. We had a big partnership with Christian Louboutin during last Paris Fashion Week. Just after the Haute Couture shows we presented a line of shoes that he really wanted to talk about. So, if you're playing, you just add these shoes your wish list and then you can go straight through to Christian Louboutin website and buy the shoes. Same with Gucci, being our principal partner during the launch period. We have a more in-depth partnership with them. There's lots of ways to work with us. If we get close to the brand, understand their storytelling, then we just devise something beautiful for them.



“I hope to educate people to make better choices when they do buy clothes in the real world.”
—Lucy Yeomans



For example?

Actually, some brands want to tell the story of the brand, other just want more of brand fame or a fun storytelling. Others are very product focused: They want to feature on one specific bag or one jacket, one new line or whatever it might be.

What are the benefits for brands to be featured on Drest?

We're having a lot of clickthrough actually to Farfetch onto the brand partners we've worked with. And we're definitely outperforming in comparison of standard affiliate rates, which is great. But we are still a start-up and we have to optimize the experience. At the moment, the brands that we've worked very closely with are just loving the data that they're seeing.

Does this also apply to smaller, less well-known brands?

We talk about how Drest is democratizing the fashion experience for the consumer. But I also think there's an element of democratizing the fashion discovery experience for the brands, because when you're finishing a look on the game, you're just trying to find the best piece to make your look exceptional. And that isn't necessarily always the biggest brand it might be, but it also could be a young designer brand.

In this sense, can Drest also lead to more sustainable consumption?

Yes, I hope to educate people to make better choices when they do buy clothes in the real world, because they've tried something on, have styled something before. You can try to style a fashion piece in different ways and discover if you can get value out of it.

What about diversity?

Our new supermodels line is coming in different shapes, different sizes and different skin tones. Practically, I remember being in that e-commerce world and hearing people saying that the returns are so high. The reason is that many measurements are wrong. And being thin will not mean you can put on anything and it looks great. There are some dresses that look terrible on the more androgynous or skinnier girls, but look great on curvy girls and vice versa. That's real life and I want us to reflect real life as much as possible. We are also thinking about how we do disability, the broader beauty of the female body or the eventually the male body, but it's a long road.

It is planned that customers can upload their own avatars...

Yes, we're working on the selfie avatar. A lot of the selfie avatars are coming out of China and Korea. But they can look a little bit bizarre. So we're working with technology partners and we are very close to getting it really good.

This page:
Drest's supermodel avatars
Opposite page:
Lucy Yeomans, founder, Drest

Outdoor and sportswear—unique, vast, genderless, highly protective, multiseasonal, contemporary, cool and versatile apparel styles—have practically become the basis of everyone’s daily wardrobe through an amazing evolution achieved through the years.

What’s Next *in Outdoor* **Fashion**

Text Maria Cristina Pavarini & The SPIN OFF team





Many outerwear brands can count on a long history, expertise and large archives, and have been able to redesign their identity, iconic pieces, fits and materials.

Woolrich, for instance, born in 1830, has been collecting garments and fabrics ever since. Internal designers and collaborators have always amused themselves and have been fascinated by its archive, a real source of inspiration. “It’s part of our brand, how design was developed, which functionalities and purposes were needed through different decades. Society changes with time and that’s why we need to reimagine, re-engineer and rethink some of our icons,” the company explains. While keeping protection as an indispensable asset, as part of its evolution it redesigned its Arctic Parka model more than once and launched a series of new capsules and subcollections, while more recently also it offered its Woolrich Outdoor Label. Part of this collection is the GTX Short Jacket. Inspired by a short parka from the company’s archives, this highly breathable jacket can be worn for activities all season long and guarantees enhanced waterproofness thanks to a rib fabric directly fused on cuffs and hem.

Blauer USA, founded in 1936, was born as a supplier of technical apparel for US police. Only in the early 2000s, Enzo Fusco’s FGF Industry launched a fashion-driven sportswear brand that maintained its strong functional and urban protective identity by promoting research and use new fabrics and treatments every season. As part of this innovation process also B+Plus, Blauer’s new outerwear concept

for urban dwellers, keeps an eye on new trends in urban mobility, while it uses the latest technology for contemporary and high-quality outerwear such as high-protection fabrics and thermosealings.

Ironic icons

Within the vast market, some brands also like to play ironically and reinvent some of most iconic outdoor classics. Among them is Xumu, a luxury fashion label from Berlin offering glossy puffer coats made according to the latest innovative, sustainable and responsible technologies. Its most recent collection reinvents archive vintage down jackets into bold giant coats that are highly comfortable and warm thanks to the intensive R&D process and lightweight materials behind them.

Moose Knuckles, a Canadian brand originating from a family enterprise of furriers from 1921, began manufacturing coats inspired by the ability of elk to stay warm in the coldest places on earth. Today, the brand continues to honor the spirit of the elk by offering stylish coats of optimal warmth, though spurred on by a rebellious attitude breaking through the boundaries of traditional performance apparel.

Rejuvenating an icon

Founded in 1982 by Massimo Osti, Stone Island has evolved through the decades and enchanted very different consumer types from Italian Paninari in the ’80s to football fans and hip hoppers further on. This long-lasting brand originating from an industrial design context is currently being acquired by Moncler for €1.15 billion and has evolved through constant experimentation that transformed it by

This page:
Woolrich Outdoor Label
Opposite page:
Xumu



“Through cooperations we are constantly trying to generate new synergies and open up to new groups of buyers.”—*Holubar*

applying highly advanced technology translated in material research, innovative fiber mix, chemical testing and the achievement of more than 60,000 different dyeing recipes. Garments continue to be boiled, dyed, spray-painted, shrunk and molded as it addresses both its fans of the past and today’s younger audiences. “We recalled the young audience by telling our story, they didn’t know,” says Carlo Rivetti, president and creative director. “We explained it through the Web and by meeting them in stores I have visited personally.” Stone Island also started creating a series of capsule collections aimed at younger consumers such as the ongoing one with Supreme.

Collaborating—a must

Other brands believe in the importance of discovering new solutions and connections with contemporary creatives as they can help reinvent themselves, increase visibility and upgrade their own image and clientele. Holubar, a US outdoor brand born in 1946, has started a series of partnerships with brands such as Maison Kitsuné, Sox in the Box and The Editor. “Through cooperations we are constantly trying to generate new synergies and open up to new groups of buyers,” reports the brand.

Also Colmar, a longtime activewear and sportswear brand founded in 1923, started a series of collabs. Its most recent one is the White Mountaineering x Colmar A.G.E., an intersection between streetwear and highly performing products. “As soon as we met with Yosuke Aizawa [the founder and creative director of White Mountaineering], we realized that there was a great harmony in the vision in what is the new purchasing trend of young people: fashion pieces with an important

technical and functional content,” says Giulio Colombo, CEO, Colmar. Meanwhile, in 2019, Desigual—certainly not an outerwear brand—started a collaboration with Ecoalf offering a series of winter garments made from waste and recycled raw materials. In 2020 it offered further innovation as it remixed pieces that already existed changing the color of their sleeves, adding hoods in upcycled denim and giving life to 500 new single pieces enriching the Desigual-Ecoalf collaboration.

Capsules are the new black

Moncler, born in 1952 as manufacturer of quilted sleeping bags and camping goods, has grown to become an expert in high-performance outdoorwear that has managed to transform a basic alpine jacket into an icon of modern luxury. More recently it reinvented itself further through its Moncler Genius project based upon a series of exclusive capsule collections, each designed in partnership with avant-garde names in fashion including Pierpaolo Piccioli and JW Anderson. While relying on the foundations of the brand’s heritage designs, every Moncler Genius collection reinterprets sophisticated fashion technology imbued within each designer’s individual aesthetic.

Special collabs can help both outdoor brands increasing their visibility and image, though also designer brands can profit from them. The Sacai x Ten C capsule collection incorporates Ten C’s signature fabric, Original Japanese Jersey (OJJ) made of high-density knitted nylon and polyester fibers. OJJ is wind resistant and water repellent, while it offers a denim-like aging characteristic, as during the dyeing process is kept at high temperatures. This men’s capsule offers outerwear pieces that juxtapose sportswear and military wear with Sacai’s unique hybridization technique.

The same but new

On a different wavelength, other brands prefer to focus on aspects that maintain their brands’ identity as a clear staple without upsetting their image, but reinventing their function and performance. “The most important aspect for us is not to innovate just for the sake of it.

This page:
Quartz Co.
Opposite page:
Stone Island x Supreme



We look into proven solutions and designs and see if we can optimize or tweak them without tampering too much with the overall appeal. We try to keep the time-honored aesthetics and signature identity of products, only enhancing them with more sustainable materials, better repairability, updated fits and latest techniques, where it's needed and makes sense," says Henrik Andersson, global creative director of Fjällräven.

Similarly, Holubar's main goal is to maintain the traditional elements of its products while adapting parts of the collection to the needs of today's market. Traditional materials such as Limonta nylons are now complemented by its technical wool PW90 with high breathability and water column characteristics.

Aether, a Los Angeles-based brand founded 11 years ago, is keen about building garments that meet its contemporary urban aesthetic, while combining design with hidden technical fortitude to be worn in the Great Outdoors. "We have a deep understanding of what our

customer expects when investing in a garment from our brand," says co-founder Palmer West. "Quality, versatility, dependability, a lifetime guarantee and unrivaled customer service—are all aspects that represent our foundation, quality and accountability and not new aspects for us."

Functionality meets eco-friendliness

The future of outdoor and sportswear apparel definitely lies in caring for the environment. It is increasingly and intrinsically connected to how consumers live and think, though also following the attitude not to postpone everyone's involvement in safeguarding the planet anymore. Making functionality and protection meet with such aims also requires a predisposition to invest in R&D and expertise in achieving such goals. The Swedish brand Lundhags believes in such priorities. "We update classics by pushing the sustainable and functional aspects," says Caroline Karlström, marketing manager, Lundhags.

"We try to keep the time-honored aesthetics and signature identity of products, only enhancing them with more sustainable materials."
—Henrik Andersson, Fjällräven

"When we updated our fabrics across the whole range of jackets and pants, we went about developing our own mix of recycled polyester and organic cotton from scratch. When it comes to boots, we make sure these are ever more repairable with each update. Lundhags has offered a repair-service since the start in 1932, so we've had many years to learn what solutions work across stitching, trims, construction and so on," she adds.

Goldwin, a Japanese functional apparel specialist and a shareholder of Woolrich that's involved in manufacturing its Outdoor Label, is designed to enhance comfort and usability in fields such as ski, outdoor, athletic and lifestyle, though it is also focused on testing its products in the field to prove and ensure they perform at best in specific outdoor environments. It also considers sustainability as a key aspect. Therefore the company tends to look for environmentally friendly materials to pursue everyone's sustainable future. Its most innovative pieces include the Element Jacket from the Outdoor range and the Fast Shell Jacket from the Athletic one, both waterproof and breathable as designed specifically for running in adverse weather conditions.

Also outerwear manufacturer Millet has chosen to offer jackets that use sustainable insulating materials that are synthetic and use 100% recycled material though are highly insulating from cold.

German outerwear brand G-lab also bets on new eco-friendly materials: Eco Tech is used for the first time, a fabric made from 100% recycled nylon. In addition, the high performance fabrics Soft Touch (matte and genuine haptics) and Fine Canvas (lightly woven structure) are launched. Sustainable Primaloft insulation with 70% PCR is used throughout the collection.

The newborn Forward line was issued by the Canadian brand Quartz Co.. It is made of recyclable materials and is completely vegan. It is made with Repeve, a breathable water- and windproof fabric made with recycled PET and dyed according to a sustainable Bluesign certified process. Other brands using Repeve for their paddings include Blauer, BPD, Lafuma and North Sails.

As some brands are constantly focused on upgrading their content more than their image Fjällräven has also widened its offer of waterproof and PFC-free shell garments by introducing its new High Coast Hydratic series. Its Greenland Jacket, introduced in 1968 and still a bestseller, has been updated in minor ways in silhouette and fabric as its previously used G-1000 fabric has been upgraded to a more sustainable version made from organic cotton and recycled polyester.



Increasing one's commitment

Canadian outdoor specialist Canada Goose considers itself to have always been a sustainably led company with its lifetime warranty and commitment to making its core products in Canada. In April 2020 it unveiled its Sustainable Impact Strategy building on these core values to create its vision for the future. In January 2021 it is debuting its most sustainable parka to date, the Standard Expedition Parka. This style, inspired by its iconic Expedition Parka, is made from recycled and undyed fabrics, lining and interlining, 100% responsibly sourced down and reclaimed fur. Its design generates 30% less carbon, based on footprint, compared to its in-line Expedition Parka.

New materials, new image, new future

C.P. Company, founded by Massimo Osti in 1971, has always been a pioneering brand in sportswear. While being one of the visionaries in garment dyeing techniques and reinventing iconic styles as its Goggle jacket, it explored new silhouettes and fits, used new fibers and materials and finishing techniques mixes. It has recently upgraded its core C.P. Company fabrics such as Chrome, C.P. Shell and Nycra using exclusively recycled fibers. Nycra, C.P. Company's proprietary garment-dyed stretch nylon, is now woven with Econyl, a regenerated nylon supplied by Aquafil, a company in the production of nylon recycling giant fishing-nets, together with other nylon waste.

It also retraces its past heritage by overprinting its jackets using a recently launched sublimation process. Through this technique a film of color is evenly transferred to a flat surface through a combination of heat, pressure and time. When applied to a pre-sewn garment it produces "shadow" effectively camouflaging itself against itself.



Vollebak dubbed the Tesla of fashion is striding into the future armed with a wardrobe of solar-charged puffers, ceramic tees and graphene-coated jackets able to soak up heat from a camel's belly.

Here *to* Steer

Text Emma Holmqvist Deacon

The post-Corona fashion reset may be upon us, but if you ask Steve Tidball, co-founder of London-based, ultra-techy menswear brand Vollebak, the scene's been ripe for change for a long time. "We've seen so much innovation across other industries—just look at Netflix and Tesla—but the fashion industry is strangely stuck in its ways. The big reveal of a modern day fashion collection can be as underwhelming as a new shade of blue. Where's the innovation?" Tidball asks, adding that it's not up to the consumer to push for change.

Compelled to shake things up, Tidball and his twin brother Nick—both of whom are keen adventure athletes—entered the scene in 2016, leaving behind careers in advertising and architecture. "I'd say it's the inquisitiveness that drives us. Only by asking lots of questions will you come up with answers, and the sillier the question, the better," says Tidball. Asking how a caveman might dress to fight off wild beasts and extreme weather conditions yielded one of the first Vollebak products—The 50,000BC Jacket. Setting out to create the clothing equivalent of a cave, Vollebak teamed up with Swiss textile innovation company Schoeller to develop a four-layer bonded material consisting of engineered Swiss wool; four-way stretch nylon; 10,000mm waterproof membrane; and a breathable layer of brushed polyester. Designwise, the garment's voluptuous hood brings to mind the bionic silhouette of a xenomorph. "Function always comes first, but of course the piece has to look beautiful," says Tidball, whose ex-architect brother is in charge of design. The team as a whole is made up some 20 people, and the office is based in central London's Charing Cross Road.

Since the 50,000BC Jacket entered the webshop the repertoire has been extended with a raft of ever more concept-driven pieces. The recently released Solar Charged Puffer glows in the dark and will keep one warm even when temperatures plunge to -40°C. The military-grade, fireproof 100 Year Pants, meanwhile, are only marginally less advanced than those forming part of spacesuits.

The maverick brand approaches sustainability in three ways: "stuff that you can bury, stuff that will outlive you and stuff that have already been used and discarded." The fully compostable Plant and Pomegranate Hoodie—made from a eucalyptus-derived fiber and dyed with pomegranate extract—belongs to category one, while the Full Metal Jacket—constructed using eleven kilometers of copper—will no doubt survive long after its owner has perished.

Vollebak's take on brand building is a decidedly non-secretive one. "We often send e-mails to our customers telling them what we're up to, inviting them to offer input," says Tidball. The Garbage Watch (see page 4)—made from electronic waste and developed in collaboration with the Wallpaper* Re-Made project—is one of many items that have been brought to life with the help of the brand's network.

Some customers also get to test drive product. Two adventurers put the Graphene Jacket—the first ever piece coated in the Nobel Prize-winning carbon-based material—to the test. The key characteristic of graphene is its ability to conduct heat and power, so Vollebak went about covering one side of the garment with this magic substance, but not the other. "One of the explorers was trekking in the Nepalese mountains and got stuck," says Tidball. "With 30 minutes to go until he lost the sun, he held his jacket up to the sky, using the graphene side to catch the last rays of sunlight like a solar sail. He managed to store enough heat to help him survive the night." Adventurer number two extracted heat from a camel's belly, which proved just as effective—and without the slightest whiff of camel, thanks to graphene's bacteriostatic properties.

Vollebak's gear, which often takes years to develop, is sold via the brand's e-com store (retail prices range from about €105 for a Ceramic T-shirt—featuring the same ceramic technology as the International Space Station—to €1,145 for a Solar Charged Puffer). A number of reputable stores have approached the brand, but so far, every advance has been declined. "What would be the point?" wonders Tidball. "Our story would be lost before reaching the customer." There's an exception to the no-wholesale rule—one that involves the most remote stores on earth. First out—Tjukayirla Roadhouse in Australia's Great Victoria Desert. Best described as a truckers' shop, it sells petrol, snacks and Vollebak Planet Earth Shirts. These garments are equipped with a reinforced anti-mosquito collar, concealed air vents, mountaineering gadget loops and 62 meters of welding-reinforced stitching. "We thought, why not find stores in remote places where our outdoor gear is really needed?" In the search for this shop, Vollebak once again turned to its customer network for help, and the hunt for further remote stores continues.

Some customers also get to test drive product. Two adventurers put the Graphene Jacket, the first ever piece coated in the Nobel Prize-winning carbon-based material, to the test.



Tactile *Tactics*

A new, uncompromising breed of Swedish minimalism has emerged courtesy of slow fashion players Manér, A New Sweden and Asket. Swedish minimalism has enduring appeal but don't mistake this for stagnation.

Text Emma Holmqvist Deacon



“We only develop timeless styles that we know work across all genders.”
—Lisa Bergstrand, A New Sweden



Over the past few years, a new type of Swedish designer has emerged, one that digs deeper than clean cuts in a bid to build a sustainable business from fiber to finished garment—and, in some cases, its compostable end. Three brands in particular – A New Sweden, Asket and Manér – have carved unique niches for themselves, attracting a discerning clientele in the process. The most purist of the trio is perhaps A New Sweden. Founded in 2017 by Lisa Bergstrand and her partner Anthony Lui, the brand works exclusively with Swedish farmers and manufacturers to make timeless, genderless garments that feel equally at home in urban terrain and the wilderness. Every fiber that goes into the making of these pieces comes from Swedish sheep, and no wool is wasted. Even the usually discarded black variety is used, mixed with white to achieve the gray *mélange*-effect that has become something of A New Sweden signature. Bergstrand and Lui like to describe their brainchild as “timeless, purpose-driven, and rooted in a strong sense of place.” Creative director Bergstrand, who cut her teeth designing for the likes of Celine and Saint Laurent, adds, “We want wearers to feel Sweden when they touch and wear our garments. We like to say our products are ‘made of Sweden.’” Garments—all of which are biodegradable—are released at a slow pace and mostly made to order. The Findor Jacket and the Jämtland Sweatshirt are pillars of the small collection. Some might argue that a sweatshirt is just a sweatshirt. How does one go about designing one that appeals to any gender? “We only develop timeless styles that we know work across all genders,” explains Bergstrand. “We simplify the silhouette, developing a fit that will suit a range of body shapes. But due to the diversity of body shapes and fit preferences, we have to be realistic and admit that our finished garments might not be perfect for everyone.” A New Sweden creates its own fabrics from scratch, and the materials inform the design. “We work with all kinds of natural Swedish wool from various sheep breeds, and rather than homogenizing it, or treating it to become something it’s not, we design our garments based on the unique properties of the wool,” says Lui. “Manufacturers have said our material feels ‘alive.’ Because our garments are so minimal, the quality of the fabric is a huge part of the look.”

Keep it clean—trend-resistant Swedish menswear

Asket is another Swedish brand resolutely taking a stance against the disposable end of the industry. Co-founded in 2015 by Jakob Dworsky and August Bard Bringéus, the outspoken pair created a stir with a central Stockholm mural blasting “F**k fast fashion.” And to that end, they’ve been working hard to restore the simplicity menswear, before the ever-faster trend carousel pushed it off balance. “Essentials are the cornerstone of every man’s wardrobe, and we want to strip garments back to their very essence, focusing on perfecting quality, fit and design,” says Bard Bringéus. In a bid to offer transparency, all simple-as-can-be garments—from Portugal-made T-shirts to cashmere sweaters made in Romania—are fitted with labels that reveal every raw component, offering as much traceability as possible (the score indicating the result is available on the brand’s website). Stylewise, the pair looks back in time rather than trying to nail the next big trend. “The Steve McQueens and Alain Delons of this world—whose casual sensibilities would look as comfortable on the cover of a magazine today as they did 60 years ago—inspire us,” says Bard Bringéus, adding that the garment is only ever as good as the fiber it’s built on. “When it comes to the T-shirt, a quality cotton fiber is still the gold standard in my opinion. It looks sharp and lasts longer.” Over in Malmö, Manér is also flying the flag for menswear with lasting appeal. Each piece is made-to-order in the resident factory, which also manufactures artisan wares for external brands (this side of the business is known as Malmö Industries). Aligning with the philosophy of A New Sweden, the fabric dictates the design, not the other way around. Pieces are handcrafted from single-fiber materials only—be it hemp, wool or cotton. “The design is built around the characteristics of each material, allowing the quality of the fabric to take center stage,” says Manér co-founder and creative director Warsame Jama, who started the brand (and Malmö Industries) with Ernesto Prosperi and Adrian Roos in 2015. The Manér aesthetic is quietly cool—the Adam shirts and Big Joe Japanese denim jeans cut just so, but appearing hip seems to be the last thing on Jama’s mind. “We’d rather be perceived as timeless and boring than trendy as trends are inherently fleeting,” he says. “When I design, I imagine the character of the person who’ll be wearing the garment. Our definition of ‘contemporary cool’ translates to garments that will make the wearer feel comfortable—as if wearing a second skin.”



This page from top:
Asket
(photo: GarçonJon)
Warsame Jama, Manér
(photo: Hampus Tjernqvist)
Opposite page:
Lisa Bergstrand and Anthony Lui,
A New Sweden





Give *Denim* a (Second) *Chance*

Text Maria Cristina Pavarini

Recycling is the new must in denim. Denim manufacturers are focused on producing fabrics made with recycled production scraps, pre- or post-consumer leftovers and cotton fabrics, according to different percentages and mixes.

Some denim manufacturers achieved top examples of denims made with 100% recycled textiles. Kipas collaborates with PVH and in 2019 launched the first Tommy Jeans made with this fabric. Since f/w 2020-21 it offers a whole collection of 100% recycled denim obtained from blending cotton scraps from the apparel industry's factory floors and the hotel industry's bed linens. Still thinner yarns, lighter fabrics and clean looks are hard to achieve for Kipas. Due to fiber length, some yarn combinations cannot be used and productive efficiency is lower as production takes more time compared to virgin cotton fabrics. Bossa produced its first 100% recycled fabrics in 2010 and now offers Rebirth Savemeso, a denim made with 100% recycled cotton. It also collects used jeans then shred by a partner company and makes recycled fabrics out of them. "We produce 2,000 meters of 20% PCR D blended fabric by recycling 1,000 old jeans. We collaborate with Mango, Nudie, Kuyichi and others, and signed a 'Denim Deal' with over 30 international partners to make post-consumer recycling textiles," Bossa says.

Other manufacturers believe that 100% recycled denims don't guarantee their strength and durability enough because of the shorter length of recycled fibers. Iskur Denim owns its Re-Cycled factory producing pre- and post-consumer cotton fibers and yarns. It doesn't produce 100% recycled fabrics but articles with a very high percentage. It uses polyester to obtain articles whose performance is the same as regular cotton articles. Similarly their optic is flat as slub effects are hard to be achieved when using recycled fibers. So far all of Tejidos Royo's recycled fabrics, according with GRS Certification that guarantees the traceability of its products, include a maximum of 20% of recycled materials, though it aims to produce 100% recycled fabrics. Evlox started offering recycled denim in 2017 with its Renim product line using pre-consumer and post-consumer recycled cotton and Repreve, a fiber obtained by recycling PET bottles. Renim by Evlox includes up to 33% recycled materials. For Calik it is technically impossible producing solid recycled denim from 100% post-consumer recycled fabric. However, its E-Denim fabrics are developed with circular design in mind and can increase the percentage of post-consumer recycled content up to 40-50% in stretch and 70% in rigid fabrics. It developed a fiber with recycled content that is then wrapped around with new cotton.

Orta has developed its formula for producing recycled cotton denim—the Golden Ratio concept. It's a standard for reaching a mix of pre- and post-consumer recycled materials and alternative natural materials to guarantee wearing performance, look, touch and longevity. As short fiber percentage in a recycled cotton batch is about 65%, three times more than in a regular virgin cotton batch (20-22%). This needs to be considered when defining a fabric's composition.

In 2019 Vicunha launched its Absolute Eco range including recycled denim that didn't use any dye process and its color came only from the original indigo of the recycled denim. In 2020 it found a way for using recycled yarn in non-indigo fabrics bringing, this way, recycled cotton to colored denims. Vicunha thinks that fabrics using recycled fibers aren't less resistant.

Some Candiani's popular fabrics are composed of recycled materials. ReGen, an indigo selvedge fabric created in 2018, is made of 50% recycled cotton from its own production waste and 50% Tencel Refibra. As the recycled cotton used is pre-consumer, the original staple length and quality are not compromised and the blend with Refibra ensures the yarn strength. Candiani's ReLast denim uses an exclusive, custom made stretch Roica EF yarn, developed by Asahi Kasei made from remnants from the elastane manufacturing process.

Isko created R-Two, a platform of fabrics made with a mix of reused cotton and recycled materials with fashionable features certified according to the Textile Exchange environmental credentials. It recently launched the Light in The Land 2.0 project, a selection of 32 unique seasonless pieces made with R-Two fabrics and created in collaboration with Miles Johnson, an expert denim consultant and designer.



This page:
Candiani Denim
Opposite page from top:
Tommy Jeans;
Evlox;
Calik

New Functions for a New Style

The latest in sportswear
and activewear fabrics. Text Maria Cristina Pavarini





More function and comfort

The Lycra Company is launching Lycra FitSense technology, a patented water-based and solvent-free Lycra polymer dispersion that delivers targeted compression, support and lift where it is needed most as lightweight power zones are applied directly to fabric, eliminating the need for added layers, seams or materials. This Oeko-Tex Eco-Passport certified technology's benefits are permanent and don't wash out.

Timberland steps ahead

By 2030 Timberland aims to use natural materials obtained from regenerative agriculture only. Such practice lets animals move free and graze according to natural ways, similarly crops are grown in order to give land the possibility to rest and regenerate itself. Since f/w 2021 Timberland's Earthkeepers collection offers boots made with natural rubber and leather from animals grown according to regenerative agriculture practices. For the next seasons it will also use cotton and wool originating from the same practices.

Wearing microbial fermented fibers

Japanese sportswear brand Goldwin and biomaterial innovator Spiber have launched The Sweater, the first knitted sweater using a biopolymer fabric called Brewed Protein, made through a microbial fermentation process using plant-based feedstock. This sweater is made with a twisted yarn from a special blend of 30% Brewed Protein and 70% Merino wool.

Protection gets soft and sustainable

Thermore, a specialist in thermal insulation for apparel, believes that blow-in fibers represent the future and offers a full collection that, for instance, includes Ecodown Fibers 2.0, a super puffy blown fiber product, and Ecodown Fibers Light, which delivers an extremely soft, highly packable, ultra light free fiber insulation that is 20% warmer than comparable products. All these fibers are made of 100% recycled fibers from PET bottles.

Speedy sneakers

Swedish sportswear brand Craft has launches CTM Ultra Carbon, a new running shoe with special durability and grip for various surfaces, developed together with world-renowned marathon and ultra-runner Tommy Rivs. This shoe model combines hyper-lightweight Vault Foam with a tuned carbon plate to provide more efficiency and energy return. It also comes with a full-contact rubber traction outsole for optimal durability and traction on various surfaces. The shoe also features an Ultra Carbon Plate made of carefully sourced carbon fiber working almost like a trampoline.

Sensing the difference

Ecosensor is Asahi Kasei's new material aimed at the sportswear and outdoor markets. It is made with GRS certified recycled polyamides and polyesters and dyed with Oekotex Standard 100 and Bluesign certified dyeing and finishing processes. It can also be added with Roica EF recycled stretch yarns guaranteeing extra smart comfort.

Raw beauty

Tintex, a Portuguese manufacturer of responsibly dyed and finished jerseys, is launching its Raw Collection, a line of fabrics that reinterprets some of its already existing jersey structures added with new aspects such as a fluid touch achieved by using organic cotton and Tencel Modal Micro, a more rustic surface that also uses hemp and Q-Nova recycled polyamide, or a more technological aspect that uses organic cotton, Tencel Modal Micro and Texloop, a fiber by US specialist Circular System made with 50% recycled cotton and 50% recycled polyester.

Warm and eco-friendly

Unisa is a Spanish footwear brand that has just launched a line of sustainable bags, sneakers and boots made with Ecowool, a fabric obtained from 100% recycled PET bottles according to the label's exclusive own patent. Ecowool has similar characteristics of cooked wool; therefore it is resistant, warm and very comfortable.

Sculpting your body

Sensitive Fabrics by Eurojersey's Back to Active f/w 2021-22 collection aims to strengthen individual potential in training by supporting the body in every movement and context. The fabrics are comfortable and adaptable and can sculpt the silhouette giving calibrated compression in every sport. They also are breathable and guarantee 50+ UVA protection.

Hyper protective sportswear

C.P. Company recently launched Urban Protection, a capsule using Gore-Tex, Gore-Tex Infinium membrane and Primaloft Gold and Silver paddings for high weather and thermic protection. It also launched Sinesis, a new limited edition jacket in collaboration with London-based designer Kiko Kostadinov. The jacket uses a combination of taslanized and monofilament nylons with water-resistant internal coatings. The treatment impedes the garment dyeing process, preventing pigment from penetrating one side of the material while producing a varied and unique resist-dye effect.

Holistic training apparel

Pama London is a yoga training apparel collection founded by Pauline Hansen, a vegan entrepreneur. During her yoga training, she created sports fashion that is not only functional but fashionable and caring for the environment as she used Econyl, Aquafil's fiber made with recycled abandoned nets, carpets and other nylon leftovers. The collection, manufactured in Portugal under fair production and working conditions, reflecting its founder's aims.

*This page: Pama London
Opposite page: Eurojersey*

Where Wild Things Are

Photos Federico Sorrentino / Styling Chiara Spennato



Matilde wears multicolor top **Avril**,
jeans **Diesel**, sunglasses **Miu Miu**,
choker **stylist's own**



Matilde wears floral print shirt **Paul Smith**, wide-legged jeans **Re-Hash**, sneakers **Converse**, necklace and bracelets **20134 Lambrate Vintage**, belt and choker **stylist's own**



Matilde wears knit cardigan **Alanui**, vest over cardigan **20134 Lambrate Vintage**, flare jeans **Re-hash**, sneakers **Converse**, belt and choker **stylist's own**



Matilde wears pink top stylist's own, american indian pattern cardigan **20134 Lambrate Vintage**, embroidered jeans **Dondup**

Low Pressure

Photos Michael Hemy / Styling Sara Francia

Chester wears trench coat **Tatras**,
sky print shirt **3.Paradis**



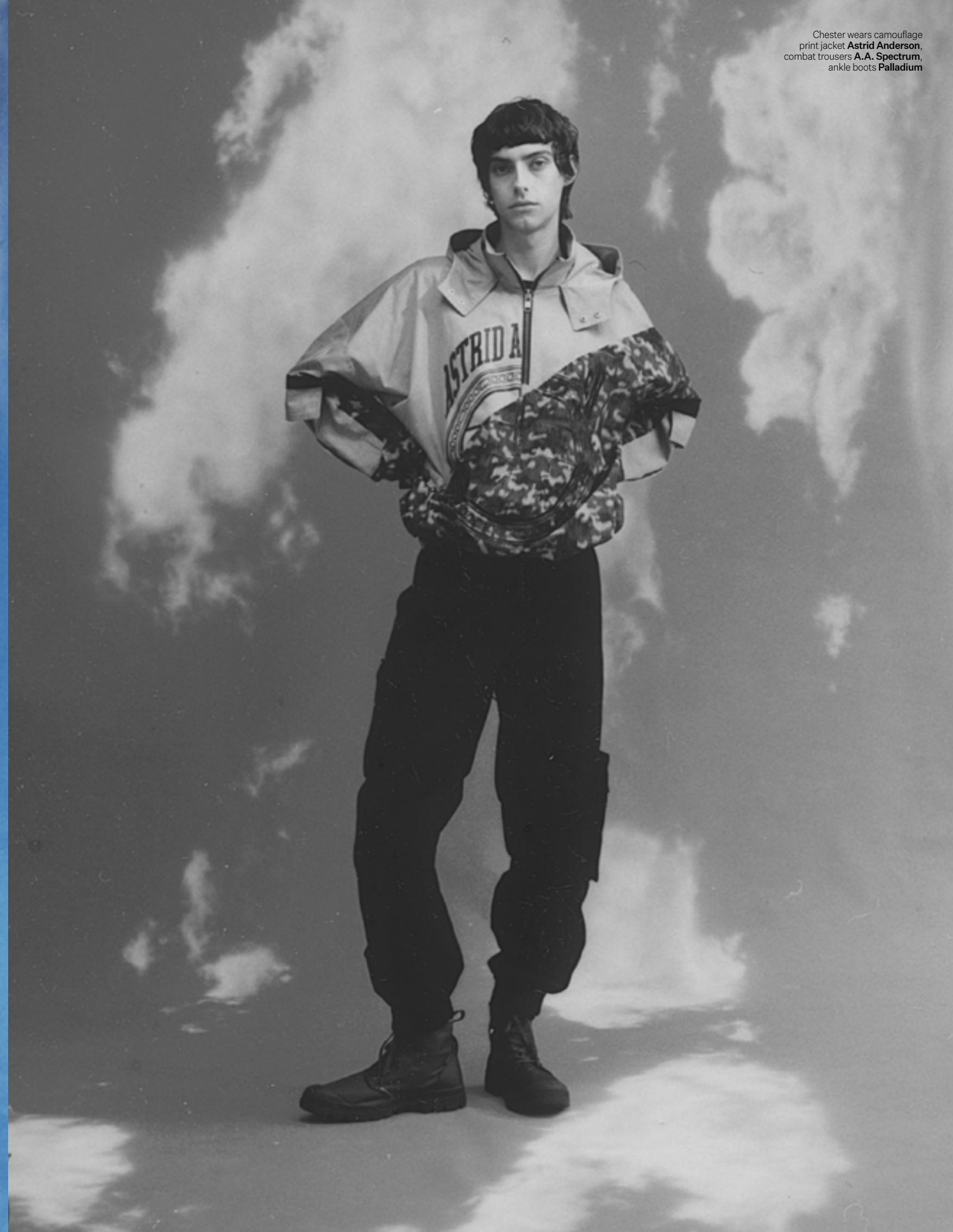
Chester wears patchwork raincoat **A.A. Spectrum**,
packable trousers **Norse Projects**,
white stitch detail rain boots **Hunter**,
swimming goggles **Arena**



Chester wears white raincoat
Moose Knuckles,
green zip-up vest **Ahira**,
black silk shirt **Acne Studios**,
paint print trousers **Tiger of Sweden**



Chester wears yellow rain cape **Stone Island**, technical white vest **Helly Hansen**, black t-shirt **Cult Studios**, black silk short **Acne Studios**, socks **Burlington**, black sandals **Dr Martens**



Chester wears camouflage print jacket **Astrid Anderson**, combat trousers **A.A. Spectrum**, ankle boots **Palladium**

See you
Soon.

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