



Atlantis
headwear evolution

2024 Sustainability Series





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

Our sustainability milestones

2018

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

2019

Launch of recycled polyester and organic cotton products in Atlantis collection

2020

First Sustainability Report

2021

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

2022

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

2023

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

2024

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

2025

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



Our responsibility

We are serious about our sustainable mission and want to prove that we are **transparent and trustworthy** through partners who promote the highest standards in the industry.

We want our hats to be on people's heads for as long as possible since high-quality headwear has a longer life cycle.

Through collaborations with international standards and associations, we want to give consumers the certainty that the products they buy have been accredited by a third party.

This means that our products are made **responsibly** and that we work with all partners in our supply chain to adhere to **strict environmental and social standards**.





Features

Not only fabrics.

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

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



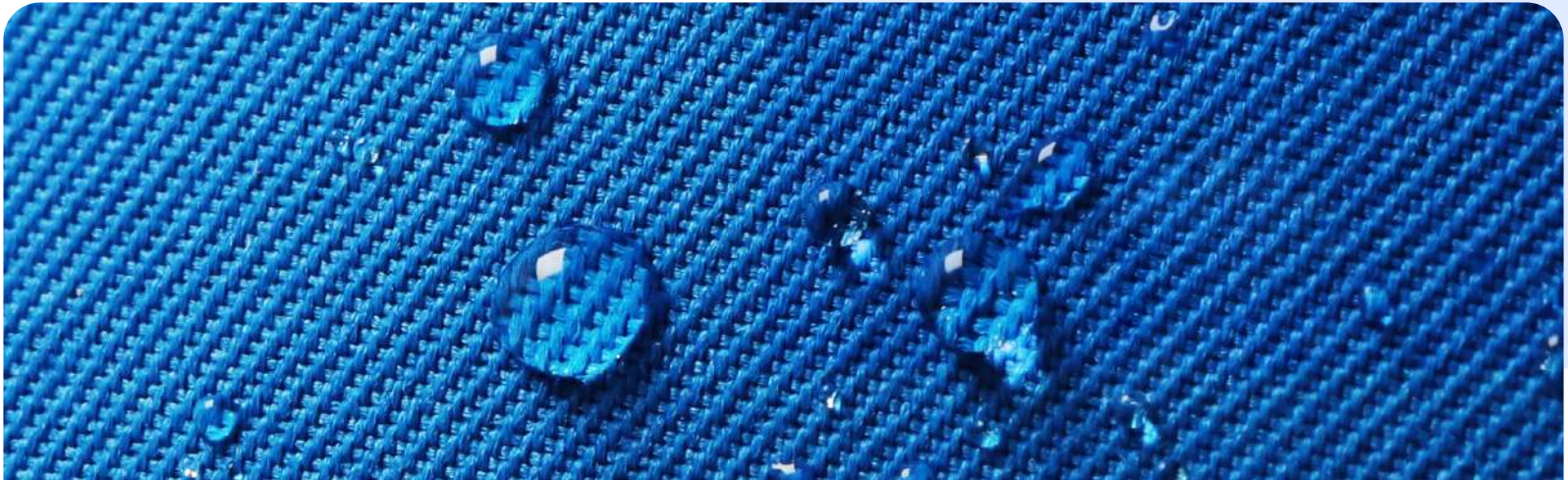


Technologies

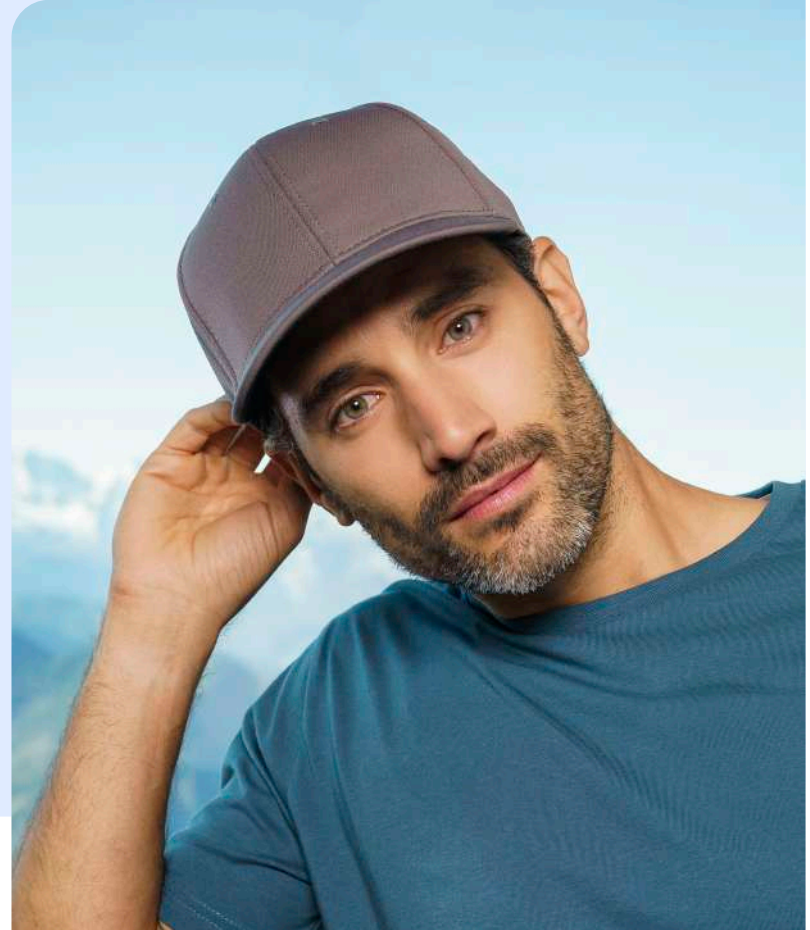
The revolution doesn't stop.

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.

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



ReTraze Aqua-® is a branded solution dyed recycled polyester yarn made by Recyctex. 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 100% recycled polyester band is completely breathable, absorbs sweat and allows for quick drying.





Stickers & hangtags

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

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

Our achievements

A woman with long dark hair, wearing a light blue ribbed beanie and a dark blue hoodie, is looking up at a tree trunk. The tree trunk is covered in ivy. The background is a soft-focus green, suggesting a forest or park setting.

stickers and hangtags
in recycled paper

new recycled
polybags

number of stickers
and hangtags
reduced

Dope dyeing

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

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

Dope dyeing instead diverts from traditional wet processing because of its reduced environmental impact. **Typical of recycled polyester, it involves adding colour pigment “upstream”, directly to the melted plastic solution before the fiber is made.**

Unlike traditional processes where yarns are produced and then dyed, **with dope dyeing the pigments are trapped inside the recycled plastic after it cools to a solid form, becoming part of the new, stronger yarn.** With this approach, dyeing can be done by hot transfer without immersion in water.





We partner with **ReTraze Aqua-® solution-dyed recycled polyester yarn** which saves energy, water and emissions during the process. **Their source of plastic bottles is collected entirely within 20km from the seashore**, and they continue to work on expanding the collection area and tracking system.

We continuously try to improve water savings and look for new and more efficient dyeing technologies, which we're striving to adopt as they become available.



Recycled polyester

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

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

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

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

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

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

3 The Guardian

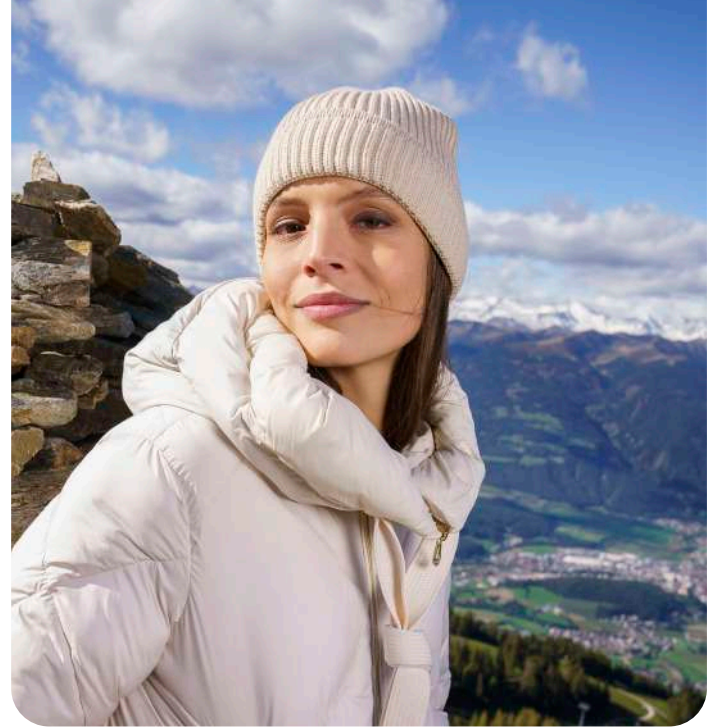


Polylana®

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

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

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



AWARE™ is an integrity solution. A method that can authenticate recycled yarns in a final product to avoid greenwashing.



Polylana® Fiber is recognized by PETA (People for the Ethical Treatment of Animals, Inc.) as a vegan alternative to animal-derived materials.



Reduces environmental
impact

Reduces water
consumption

Reduces energy
emission

Organic cotton

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

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

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

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



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

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

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

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

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





Recycled cotton

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

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

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

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

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

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





SKYE

MAIN FABRIC: 100% RECYCLED HONEYCOMB POLYESTER

Structured 6-panel cap made of dope dyed polyester, a certified recycled fabric dyed by hot transfer without immersion in water.
Full prostitching, mid visor and 6 eyelets. High quality hook-and-loop closure.



royal



black



dark grey



navy



coconut milk



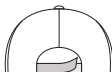
TECH SPECS



255 gr/m²



one size



high quality
hook-and-loop closure



mid visor



dye free



Aqua-

ReTraze





SAND

MAIN FABRIC: 95% RECYCLED POLYESTER 5% ELASTANE

Featuring a corded miniottoman exterior, Sand is made almost entirely of breathable recycled polyester. The elastane fabric gives a stretchable universal fit making this hat completely suitable for sport and outdoor fun.



navy



white



black



royal



dark grey



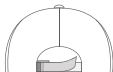
TECH SPECS



230 gr./m²



one size



high quality
hook-and-loop closure



mid visor

1.5

FEATURES





royal



black



RECY FEEL

MAIN FABRIC: 100% RECYCLED POLYESTER

Constructed recovering 11 plastic bottles per square meter, the Recy Feel is made with 100% recycled polyester fabric and represents the finest result of a sustainable choice.



dark grey



white



green fluo



navy



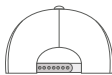
TECH SPECS



115 gr./m²



one size



recy snapback

FEATURES



mid visor

1.5 A blue plastic bottle icon, used here to represent the recycled content of the fabric.





khaki



navy



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.



dark grey



white



black



royal



olive



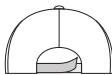
TECH SPECS



200 gr./m²



one size



hook-and-loop
closure

FEATURES



curved visor



4





olive



royal



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.



dark grey



navy



black



khaki



white



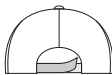
TECH SPECS



200 gr./m²



one size



hook-and-loop
closure

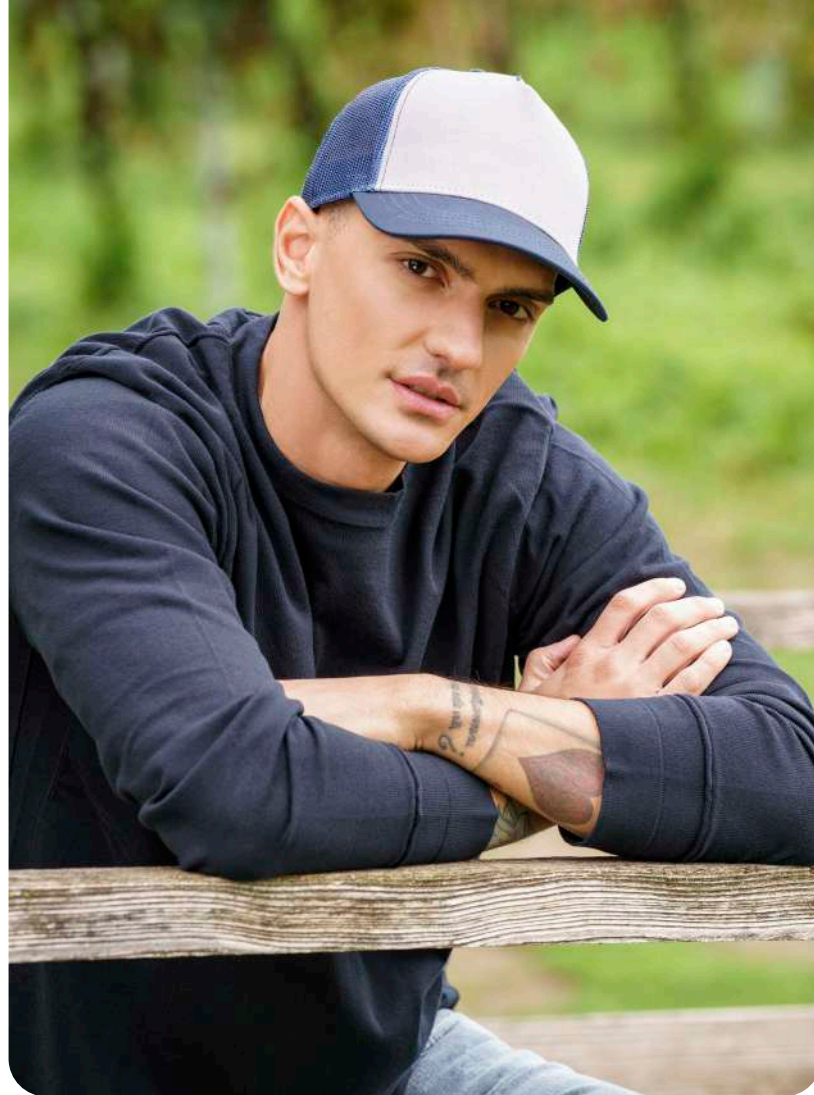


curved visor



4





navy-dark grey



olive-khaki



grey-navy-navy



RAPPER CANVAS

MAIN FABRIC: 100% RECYCLED POLYESTER CANVAS

SIDE&BACK: 100% RECYCLED POLYESTER MESH

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



black-grey



white-burgundy-black



navy-burgundy-khaki



grey-black



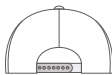
TECH SPECS



270 gr./m²



one size



recy snapback

FEATURES



mid visor



6





NEW



black-dark grey

NEW



black-white

NEW



navy-white



khaki-black



black-black



navy-navy

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.



dark grey-black



white-white



royal-black



olive-black



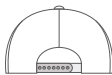
TECH SPECS



200 gr./m²



one size



recy snapback



mid visor



FEATURES





NEW



black-dark grey

NEW



black-white

NEW



navy-white



khaki-black



black-black



navy-navy

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.



dark grey-black



white-white



royal-black



olive-black



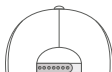
TECH SPECS



200 gr./m²



one size



recy snapback

FEATURES



curved visor



3





royal



black



JAMES

MAIN FABRIC: 100% RECYCLED POLYESTER TWILL

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



navy



white



olive



dark grey



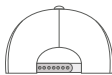
TECH SPECS



200 gr./m²



one size



recy snapback

FEATURES



flat visor





dark grey



khaki



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.



olive



black



navy



white



TECH SPECS



200 gr./m²



one size





black



bottle green



navy



beige



white



royal



olive



burgundy



mustard



dark grey



red



pink

WINDS

MAIN FABRIC: 100% RECYCLED POLYESTER YARN

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



fuchsia



light blue



orange fluo



yellow fluo



TECH SPECS



74 gr.



one size





MOOVERS

MAIN FABRIC: 100% RECYCLED POLYESTER YARN

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



black



olive



royal



dark grey



navy



red



TECH SPECS



60 gr.



one size





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



TECH SPECS



230 gr./m²



28x25 cm

2.5 





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



TECH SPECS



102 gr.



one size



soft yarn

FEATURES

POLYLANA®

{ PETA - APPROVED
VEGAN }



9L





navy



olive



MAPLE

MAIN FABRIC: 60% POLYLANA® POLYESTER 40% ACRYLIC

Knitted beanie in Polylna® 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.



dark grey melange



burgundy melange



black



mustard



light grey melange



beige



TECH SPECS



80 gr.



one size



soft yarn

FEATURES

POLYLANA®

{ PETA-APPROVED
VEGAN }



7L





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



TECH SPECS



58 gr.



one size



soft yarn

FEATURES

POLYLANA®

{ PETA - APPROVED
VEGAN }



5L





orange



light blue



beige



burgundy melange



light grey melange



dark grey



navy



black



mustard



PURE

MAIN FABRIC: 60% POLYLANA® POLYESTER 40% ACRYLIC

Comfortable knitted beanie in soft Polylna® yarn. Knitted in two layers with a straight cut. Perfect for both everyday use and outdoor life.



olive



rusty



royal



acid green



green bottle



TECH SPECS



80 gr.



one size



soft yarn

FEATURES

POLYLANA®

{ PETA - APPROVED }
VEGAN



7L 





olive



navy



beige



dark grey melange



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.



burgundy



black



light blue



light grey melange



mustard



acid green



TECH SPECS



82 gr.



one size





bottle green



olive



navy



rusty



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.



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



TECH SPECS



72 gr.



one size

FEATURES



reflective

2.5 A small icon of a blue water bottle.





royal-black



black-black



white-white



RECY THREE

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

SIDE&BACK: 100% RECYCLED POLYESTER

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



olive-black



navy-navy



dark grey-black



red-white



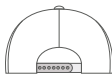
TECH SPECS



260 gr./m²



one size



recy snapback



mid visor



0.5





POWELL

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

Stylish and young bucket hat made with a mix of recycled cotton and virgin cotton twill.

Short and steep brim that gives good, all-round protection, and can also be folded so the hat fits in a pocket when not in use. Two eyelets on the back for more ventilation.



white



dark grey



navy



khaki



black



olive



TECH SPECS



260 gr./m²



one size





dark grey



cardinal red



white



pink



columbia blue



olive



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.



navy



red



khaki



black



stone



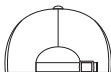
TECH SPECS



260 gr./m²



one size



full metal buckle
and metal hole



mid visor

FEATURES





leaf green



navy



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.



light grey



burgundy



mustard



black



light avio



TECH SPECS



78 gr.



one size





royal



navy



leaf green



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.



burgundy



orange



light grey



mustard



black



olive



TECH SPECS



60 gr.



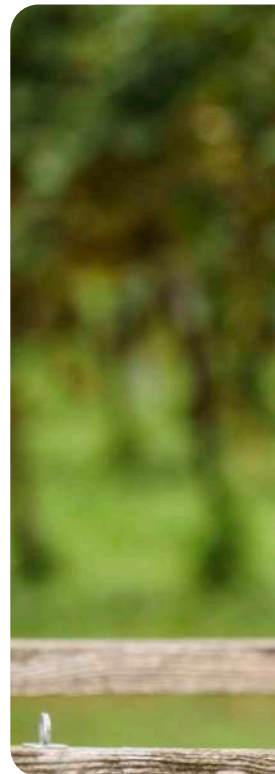
one size



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2024
Sustainability
Series



www.atlantisheadwear.us