



2023

COLLECTION

SUSTAINABLE HEADWEAR LOOKBOOK





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



2023 CONCEPT

The headwear (R)evolution

To be consistent with our sustainability journey we decided to change our overall approach for the 2023 Collection: **turn our bestsellers into hats and beanies made from recycled or organic sources.**

We worked hard on this conversion to ensure the same quality, look and feel of our headwear while making them suitable for their new purpose, trying to raise awareness in the supply chain towards a more conscious choice.

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



HEADWEAR EVOLUTION



2018

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



2019

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



2020

First Sustainability Report to spread our social and environmental impacts



2021

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



2022

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



2023

Working on our headwear (r) evolution: transition from conventional fabrics of our bestsellers to preferred materials with less impact

2025

Since 1995, we have devoted passion and care to the design of our products. Over the years, this dedication has turned into something more: a need to avoid the dangerous effects of climate change and a commitment to an increasingly responsible business that respects the planet and people. We believe that sustainability starts with a mindset, it is a natural evolution that we have to make and it goes far beyond the product, embracing everything we do.

By 2025 we set another challenge in our journey: to produce only items that include elements with reduced environmental impact in 100% of our Atlantis Collection. To achieve this goal, we are working not only on new products, but also on the progressive conversion of all conventional items into products with preferred materials and in compliance with our Atlantis Sustainable Products Principles, while remaining faithful in design and quality.

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

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



OUR RESPONSIBILITY

- We care about **quality** and **sustainability**.
- We are serious about our **sustainable mission** and want to prove that we are **transparent** and **trustworthy**.
- We want our hats to be on people's heads **for as long as possible** since high-quality headwear has a longer life cycle.

With different certifications we want to give the consumers reassurance that the products they buy have been accredited by a third party.

That means that **our products are made responsibly** and we work together with factories to adhere to strict environmental and social standards.



BRING THE REVOLUTION ON YOUR HEAD

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

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



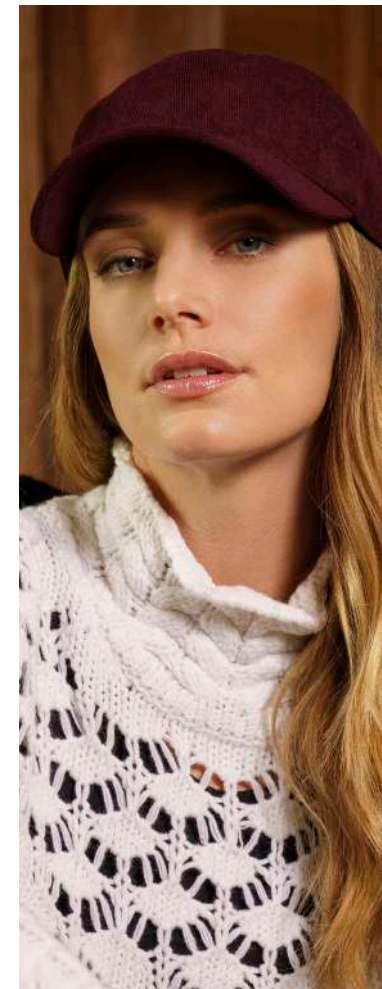
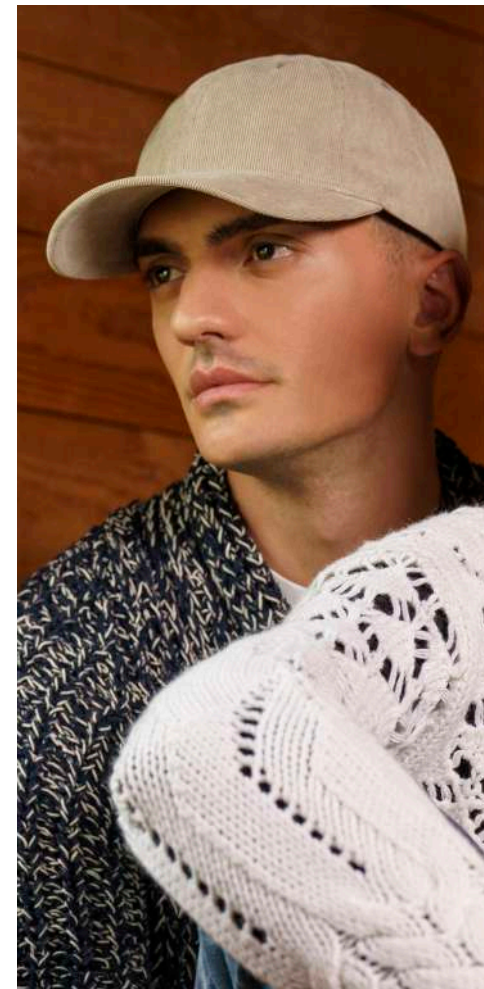
NEW COLLECTION

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



SUSTAINABLE CHOICE

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



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.

Aqua-® is a branded solution dyed recycled polyester yarn made by ReTraze®. Unlike traditional wet processes where yarns are produced and then dyed, with dope dyeing the pigments are trapped inside the recycled plastic after it cools to a solid form, becoming part of the new, stronger yarn and saving more energy, water and emissions during the process. **The ReTraze Aqua-® source of plastic bottles is collected entirely within 20km from the seashore**, and they continue to work on expanding the collection area and tracking system.

In contact with the skin, the **Dry-tech 100% recycled polyester** band is **completely breathable, absorbs** sweat and allows for **quick drying.**

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

STICKERS & HANGTAGS

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

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

OUR ACHIEVEMENTS

NUMBER OF
STICKERS AND
HANGTAGS
REDUCED

NEW RECYCLED
POLYBAGS

NEW STICKERS
IN FSC CERTIFIED
PAPER

RESULT:
MORE THAN 55% OF
THE NEW COLLECTION
PACKAGING WEIGHT
REDUCED



RECYCLED NYLON

Nylon is a super-performing fiber: particularly resistant, stretchable and lightweight, it allows us to produce comfy and strong headwear. However, it has a high environmental cost: it belongs to a family of polymers called polyamides and, like polyester, nylon is made from a non-renewable resource (crude oil) in an energy and chemically-intensive process which, however, has the benefit of creating super-performing fabrics.

Our strategy includes the conversion of conventional materials into preferred ones with a better environmental and social outcome.
Recycled nylon is our reply to the need of performance, but with less impact. It is made from pre-consumer waste from industrial processes, **including material scraps that would otherwise have been downgraded or sent to a landfill.** Switching to recycled nylon is our way of being less dependent on virgin oil, reducing greenhouse gas emissions and, of course, waste material.

WHY CHOOSE RECYCLED NYLON

REDUCES
DEPENDENCE
ON FOSSIL RAW
MATERIALS

REDUCES
CO2 EMISSIONS
COMPARED TO VIRGIN
NYLON DURING
THE PRODUCTION
PROCESS

REDUCES WASTE
MATERIAL

LESS AIR, WATER
AND SOIL POLLUTION
COMPARED TO
NON-RECYCLED
NYLON

Source: Textile Exchange





TECHNO FLAP S

MAIN FABRIC: 100% RECYCLED NYLON

LINING: 100% RECYCLED POLYESTER

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



black



navy



dark grey



red



3.5 

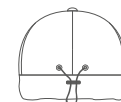
TECH SPECS



120 gr./m²



one size



adjustable drawstring

FEATURES



curved visor



WR-PFC free

NEW



RECYCLED POLYESTER

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



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

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

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



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

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

³ The Guardian

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

- **Resistance:** when exposed to the sun, the material does not lighten and does not lose quality, unlike cotton; this allows for greater durability and a reduction in waste.
- **Lack of large-scale alternatives:** there are currently no alternatives to mechanically recycled rPET on a large scale.

To remedy the problems relating to the rPET, we will commit to a series of virtuous behaviours along our path of sustainable transition. For example, **we believe it is necessary to carry out continuous monitoring of the chemically recycled polyester market which**, although generally characterized by a greater environmental impact than its mechanically recycled equivalent, can be subjected to a greater number of recycling processes while keeping the quality intact. Furthermore, **we are evaluating collaborations with organizations along the supply chain to guarantee the recycling of the waste generated during production.**

Another option that we consider as an alternative to rPET is the use of other materials, such as recycled nylon or recycled wool.

In conclusion, recycled polyester is still a more environmentally sustainable fiber than virgin polyester.

The more we recycle, the less garbage winds up in our landfills.

We can reduce our reliance on petroleum, save natural resources, production and energy costs and reduce the negative impacts of the extraction and processing of virgin materials.

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

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

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

WHY CHOOSE RECYCLED POLYESTER

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

REDUCES
CO2 EMISSIONS
BY 16% COMPARED
TO VIRGIN
POLYESTER⁵



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

IT USES 62%
LESS ENERGY
THAN VIRGIN
POLYESTER⁵



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

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

Source: Textile Exchange



RAINY S

MAIN FABRIC: 100% RECYCLED POLYESTER RIPSTOP

LINING: 100% RECYCLED POLYESTER MESH

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



black



dark mustard



navy



grey



NEW



2.5

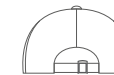
TECH SPECS



85 gr./m²



one size



metal sunday
buckle

FEATURES



curved visor



WR-PFC free



sealed
taping



recycled
dry-tech



CORDY S

MAIN FABRIC: 100% RECYCLED POLYESTER CORDUROY

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



black



navy



brown



grey



stone



6

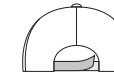
TECH SPECS



230 gr./m²



one size



hook-and-loop
closure



curved visor

FEATURES

NEW





CREEP S

MAIN FABRIC: 100% RECYCLED POLYESTER CORDUROY

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



black



stone



dark grey



olive



navy



burgundy



NEW



4

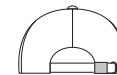
TECH SPECS



215 gr./m²



one size



buckle and metal hole

FEATURES



mid visor



ESTORILS

MAIN FABRIC: 100% RECYCLED POLYESTER JACQUARD

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



white



dark grey



navy



red



burgundy



royal



black



grey



bottle green



4.5



NEW



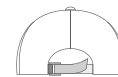
TECH SPECS



170 gr./m²



one size



high quality
hook-and-loop closure

FEATURES



curved visor



BOND S

MAIN FABRIC: 97% RECYCLED POLYESTER 3% ELASTANE

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



black



white



navy



4.5

NEW



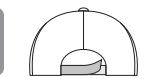
TECH SPECS



190 gr./m²



one size



high quality
hook-and-loop closure

FEATURES



curved visor



seamless



WR-PFC free



recycled
dry-tech



RAY S

MAIN FABRIC: 100% RECYCLED POLYESTER TWILL

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



navy



red



dark grey



white



black



royal



NEW



4.5 

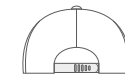
TECH SPECS



180 gr/m²



one size



recy rubber
hook-and-loop closure

FEATURES



mid visor



upf 50+



WR-PFC free



recycled
dry-tech



NEW



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.



navy-dark grey



olive-khaki



grey-navy-navy



black-grey



white-burgundy-black



navy-burgundy-khaki



grey-black



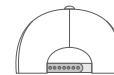
TECH SPECS



270 gr./m²



one size



recy snapback



mid visor

FEATURES



BANK FIVE

MAIN FABRIC: 100% RECYCLED POLYESTER MICROFIBER

BILL & UNDERBILL: 100% RECYCLED POLYESTER TWILL

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



navy-black



light grey-black



black-black



burgundy-black



dark grey-black



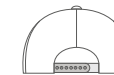
TECH SPECS



90 gr./m²



one size



recy snapback



flat visor

FEATURES

NEW





NOMADS

MAIN FABRIC: 100% RECYCLED POLYESTER

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



olive



khaki



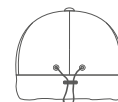
TECH SPECS



120 gr./m²



one size



adjustable drawstring

FEATURES



curved visor



upf 50+

NEW





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



NEW



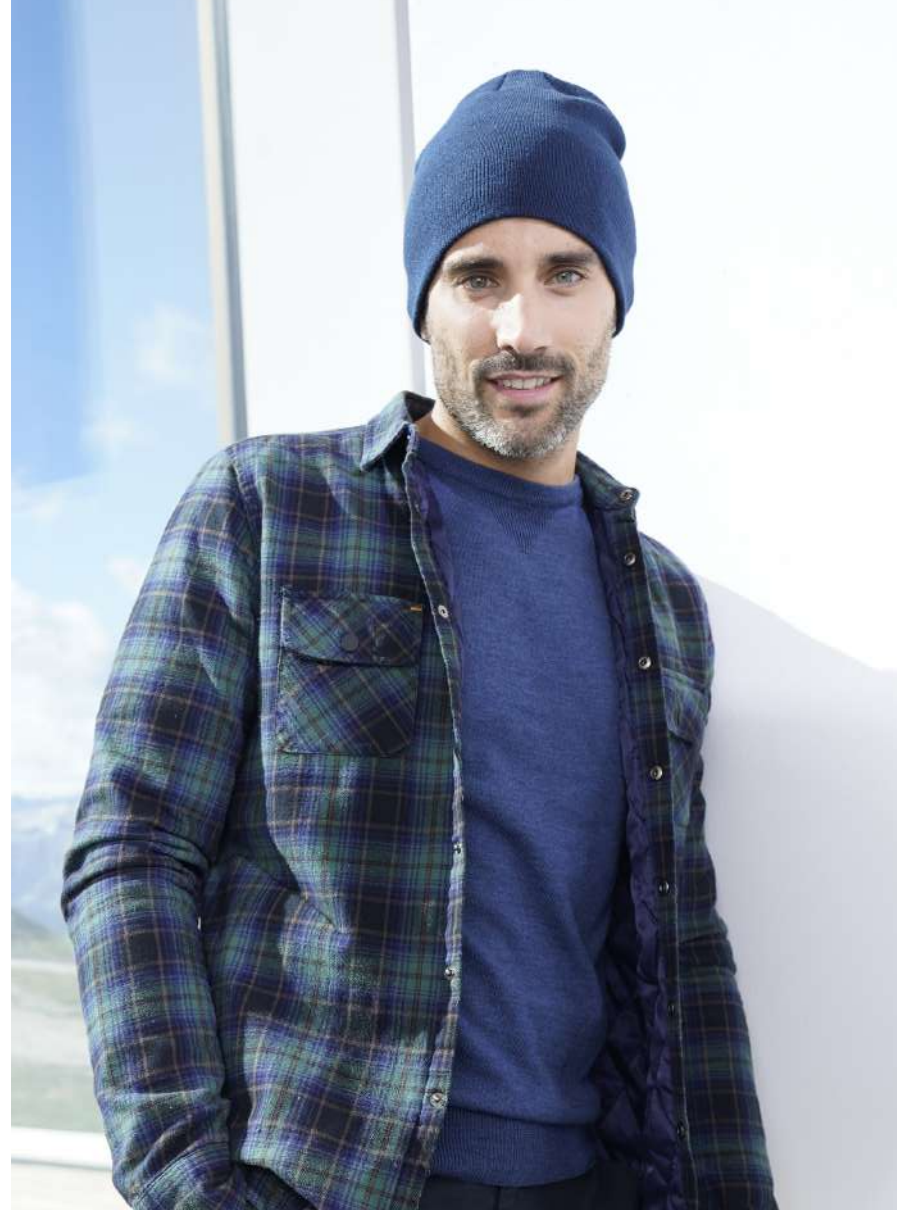
TECH SPECS



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



NEW



TECH SPECS



60 gr.



one size



BRAD S

MAIN FABRIC: 100% RECYCLED POLYESTER YARN

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

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



light grey melange



black



olive



navy



dark grey melange



NEW



TECH SPECS



74 gr.



one size



WORKOUTS

MAIN FABRIC: 100% RECYCLED POLYESTER WITH REFLECTIVE YARN STRIPE

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



black



yellow fluo



orange fluo



NEW



TECH SPECS



74 gr.



one size

FEATURES



reflective



WIND SCARF S

MAIN FABRIC: 100% RECYCLED POLYESTER YARN

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



dark grey



black



navy



4.5 

TECH SPECS



146 gr.



160x25 cm

NEW



NEW COLOURS





NEW COLOURS



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.

NEW



bottle green



khaki

NEW



red



navy



dark grey



white



black



royal



olive



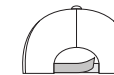
TECH SPECS



200 gr./m²



one size



hook-and-loop
closure



curved visor

FEATURES



NEW COLOURS



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.

NEW



bottle green



olive

NEW



red



royal



dark grey



navy



black



khaki



white



4

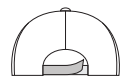
TECH SPECS



200 gr./m²



one size



hook-and-loop closure

FEATURES



curved visor



NEW COLOURS



BRYCE

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

Classic structured 6-panel trucker cap in recycled polyester twill. Ventilated recycled mesh that keeps you fresh and recycled snapback closure. Ideal in the summer or when travelling.



black-dark grey



black-white



navy-white



khaki-black



red-red



navy-navy



dark grey-black



white-white



black-black



royal-black



olive-black



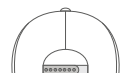
TECH SPECS



200 gr./m²



one size



recy snapback

FEATURES



mid visor



NEW COLOURS



ZION

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

Classic 5-panel trucker cap in recycled polyester twill. Recycled mesh and snapback closure. Wide crown for embroideries and patches. Light and breathable shape for everyday use.



black-dark grey



black-white



navy-white



khaki-black



red-red



navy-navy



dark grey-black



white-white



black-black



royal-black



olive-black



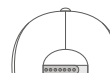
TECH SPECS



200 gr/m²



one size



recy snapback

FEATURES



curved visor



HOTTYS

MAIN FABRIC: 100% RECYCLED POLYESTER

Versatile and light neck warmer in comfortable recycled polyester polar fleece with excellent moisture management properties. Ideal for high-output activities in cold weather. Cord adjuster on the top edge for full closure.



TECH SPECS



230 gr./m²



28x25 cm

NEW COLOURS



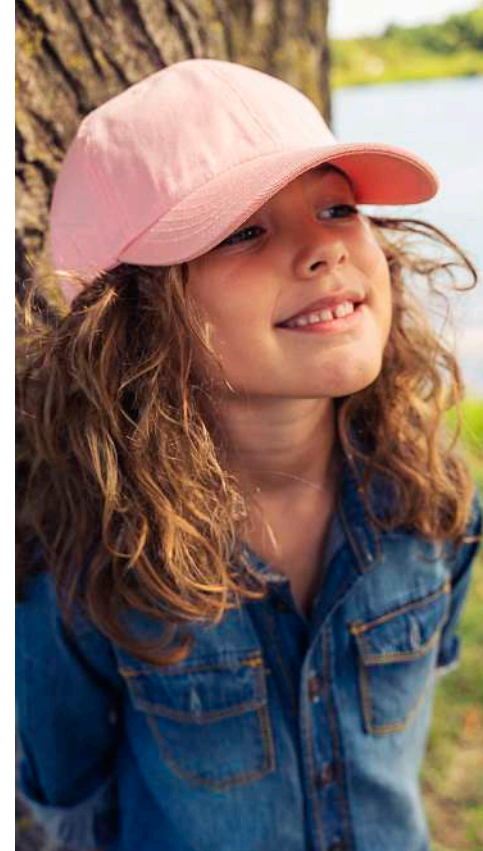
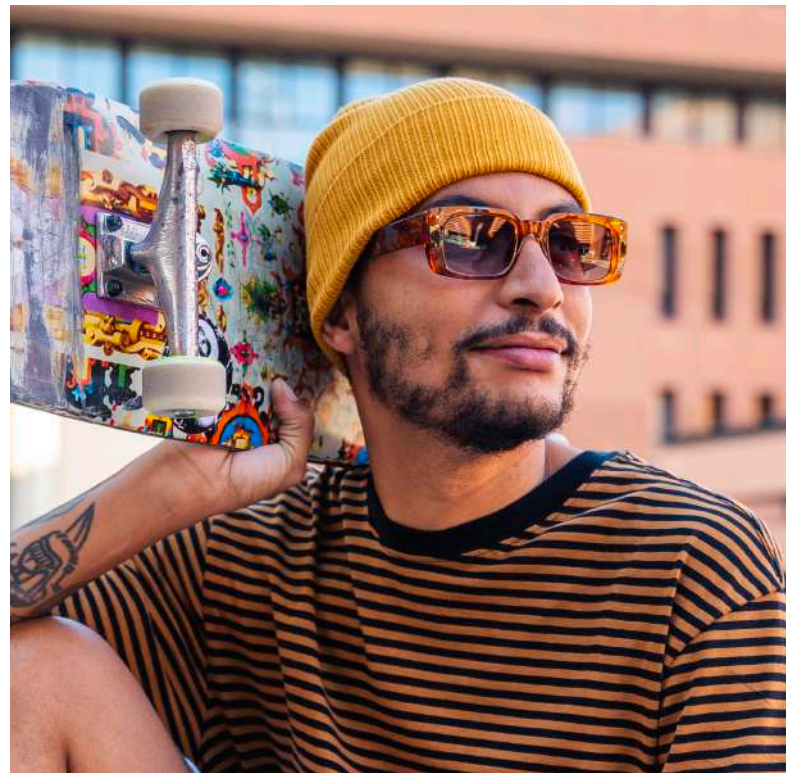
2.5

ORGANIC COTTON

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

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

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



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

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

The alternative exists and is called **organic cotton** grown without the use of **pesticides and chemical fertilisers** which, in the long run, filter both into plants and into the soil. **Organically farmed cotton comes from controlled and certified crops**, supporting biodiversity and healthier ecosystems. This way, **water consumption is significantly reduced, soil fertility is preserved and better working conditions** and health are guaranteed to farmers and their families.

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

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





NEW COLOURS



FRASER

MAIN FABRIC: 100% ORGANIC COTTON TWILL

Unstructured 6-panel cap in organic cotton. Dad hat shape with mid visor and full metal buckle. Authentic fashion icon of the modern urban culture.



dark grey



cardinal red



white



pink



columbia blue



olive



navy



red



khaki



black



stone



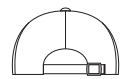
TECH SPECS



260 gr./m²



one size



full metal buckle and metal hole

FEATURES



mid visor

KIDS





NEW



KID RECY FIVE

MAIN FABRIC: 100% RECYCLED POLYESTER TWILL

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



red



black



pink



royal



light blue



yellow



white



navy



3.5 

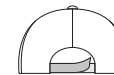
TECH SPECS



220 gr./m²



kids size



hook-and-loop
closure

FEATURES



curved visor



KID NOMADS

MAIN FABRIC: 100% RECYCLED POLYESTER

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

NEW



olive



khaki

2.5

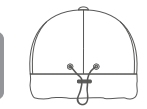
TECH SPECS



120 gr./m²



kids size



adjustable drawstring

FEATURES



curved visor



upf 50+



KID WINDS

MAIN FABRIC: 100% RECYCLED POLYESTER YARN

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



pink



light blue



black



navy



red



royal



NEW



1.5

TECH SPECS



58 gr.



kids size



ON THE ROAD TO SUSTAINABLE HEADWEAR

atlantisheadwear.com

