



# 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.**

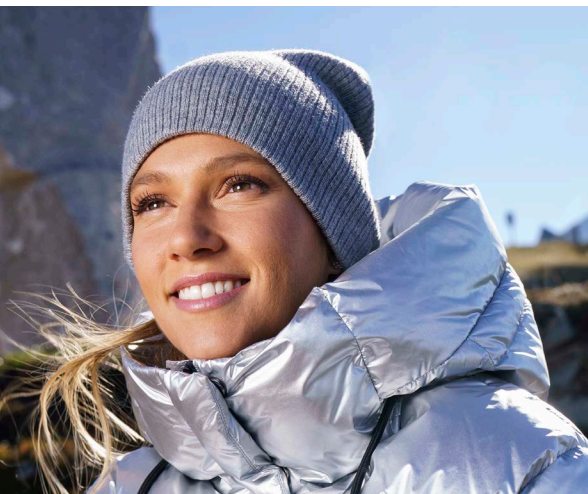
**We worked hard on this conversion to ensure the same quality, look and feel of our headwear** while making them suitable for their new purpose, trying to raise awareness in the supply chain towards a more conscious choice.

**Headwear as we have always done, but more responsible.**



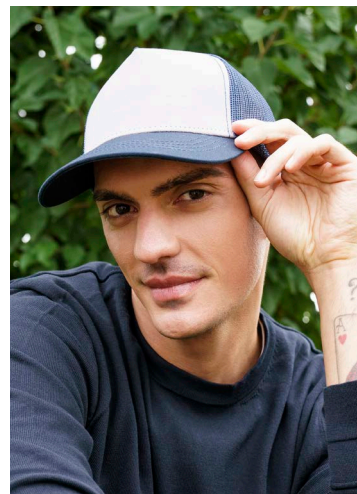


# HEADWEAR EVOLUTION



**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

We dedicate passion and care to the design of our products since 1995. Over the years, that devotion has become something more: **an urge 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's a natural evolution we must go through and 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 catch 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 more responsible.

**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.



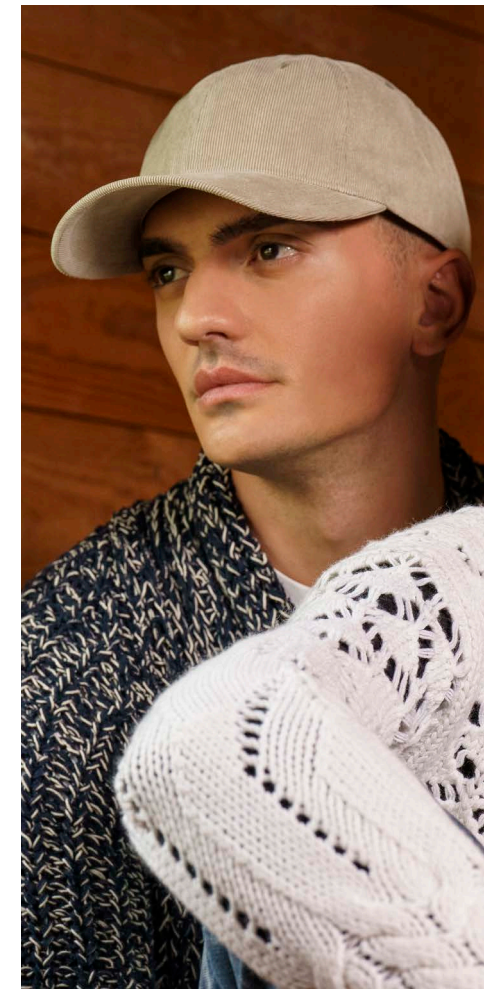
## NEW COLLECTION

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 also **converting each traditional component to 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 keeping high quality and performances 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 compounds** (perfluorocarbons) which are not biodegradable and harm 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 saving more energy, water and emissions during the process.

**The ReTraze Aqua-® source of plastic bottles is totally collected within 20km from the seashore,** and they keep working on expanding the collection area and the traceability system.

In contact with the skin, the **Dry-tech 100% recycled polyester** band is **completely breathable, absorbs** sweat and allows to **dry quickly.**

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



# STICKERS & HANGTAGS

Even if **packaging and accessories** are cool and necessary, with the new collection **we decided to make some changes and reduce as much as we can all the excesses** and get a more essential and **eco-friendly approach**.

We worked on reducing the weight, quantity and new materials on what we cannot completely eliminate.

**Our goal is to be coherent with our journey and limit our impacts** as much as possible, while we keep on studying 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 comes from a family of polymers called polyamides and like polyester, nylon is made from a non-renewable resource (crude oil) in an energy and chemical intensive process which, however, has the benefit of creating super performing fabrics.

Our strategy includes the conversion of conventional materials to preferred ones with a better environmental and social outcome. **Recycled nylon is our reply to the need of performance, but with a lower impact.** It's made from pre-consumer waste that comes 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 obviously waste material.

## WHY CHOOSE RECYCLED NYLON

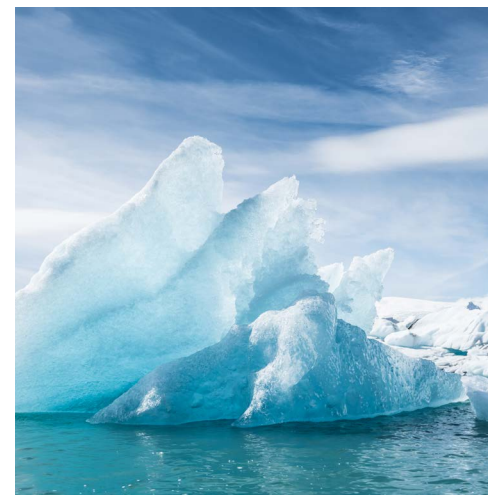
DECREASES  
DEPENDENCE  
ON FOSSIL RAW  
MATERIALS

REDUCES  
CO2 EMISSIONS  
COMPARED TO VIRGIN  
NYLON DURING  
THE PRODUCTION  
PROCESS

REDUCES WASTE  
MATERIAL

LESS AIR,  
WATER AND  
SOIL POLLUTION  
THAN USING  
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



NEW



3.5 

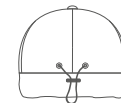
## TECH SPECS



120 gr./m²



one size



adjustable drawstring

## FEATURES



curved visor



WR-PFC free



# RECYCLED POLYESTER

**Polyester is an important fibre in our collections and one of the world's most used: strong, durable and crease-resistant, allows us to build lightweight headwear that dry quickly.**

But its production comes at an environmental cost: it's a synthetic fibre derived from oil with a lower environmental impact than natural fibres production in terms of water and land<sup>1</sup> but, the energy required to produce polyester makes it a really high-impact process<sup>2</sup>. That's 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 transformed into textile fiber.**

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

**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. Also rPET is not biodegradable and lose microplastic fibers as much as virgin plastic.



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

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

<sup>3</sup> The Guardian



## However, the choice to use this material in our products derives from valid reasons:

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

To remedy the problems relating to the rPET, we will undertake to adopt 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 the equivalent mechanically recycled one, 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 alternative materials, such as recycled nylon or recycled wool.

In conclusion, recycled polyester is still a more environmentally sustainable fibre 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 study<sup>4</sup> conducted on polyester products showed that when we replace virgin polyester with recycled one we reduce the CO<sub>2</sub> emissions of 4% and if we replaced acrylic we have a reduction of almost 70%. Impressive!

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

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

# WHY CHOOSE RECYCLED POLYESTER

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

REDUCES  
CO2 EMISSIONS  
BY 16% COMPARED  
TO VIRGIN  
POLYESTER<sup>5</sup>



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

IT USES 62%  
LESS ENERGY  
THAN VIRGIN  
POLYESTER<sup>5</sup>



REDUCES WASTE  
BY 34% AND  
WATER BY 99%  
COMPARED TO  
CONVENTIONAL ONE<sup>5</sup>

<sup>5</sup> 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

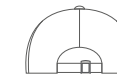
## TECH SPECS



85 gr./m<sup>2</sup>



one size



metal sunday  
buckle

## FEATURES



curved visor



WR-PFC free



sealed  
taping



dry tech  
sweatband





# 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 

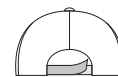
## TECH SPECS



230 gr./m<sup>2</sup>



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



4 

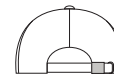
## TECH SPECS



215 gr./m²



one size



buckle and metal hole

## FEATURES



mid visor

NEW







# 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 

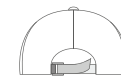
## TECH SPECS



170 gr./m<sup>2</sup>



one size



high quality  
hook-and-loop closure



curved visor

## FEATURES

NEW







# BONDS

**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



NEW



4.5

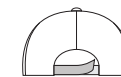
## TECH SPECS



190 gr./m<sup>2</sup>



one size



high quality  
hook-and-loop closure

## FEATURES



curved visor



seamless



WR-PFC free



dry tech  
sweatband





# 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 

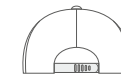
## TECH SPECS



180 gr./m<sup>2</sup>



one size



recy rubber  
hook-and-loop closure



mid visor



upf 50+



WR-PFC free



dry tech  
sweatband

## FEATURES





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



6 

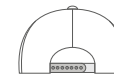
## TECH SPECS



270 gr./m<sup>2</sup>



one size



recy snapback



mid visor

## FEATURES





# BANK FIVE S

**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



NEW



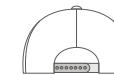
## TECH SPECS



90 gr./m<sup>2</sup>



one size



recy snapback



flat visor

## FEATURES





# 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



NEW



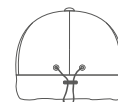
## TECH SPECS



120 gr./m<sup>2</sup>



one size



adjustable drawstring

## FEATURES



curved visor



upf 50+





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

NEW







# 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 SCARFS

**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



NEW



## TECH SPECS



146 gr.



160x25 cm



# 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.



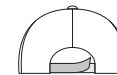
## TECH SPECS



200 gr./m<sup>2</sup>



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.



bottle green



olive



red



royal



dark grey



navy



black



khaki



white



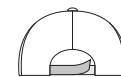
## TECH SPECS



200 gr./m<sup>2</sup>



one size



hook-and-loop  
closure



curved visor

## FEATURES





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



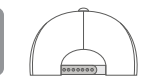
## TECH SPECS



200 gr./m<sup>2</sup>



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



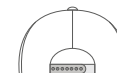
## TECH SPECS



200 gr./m<sup>2</sup>



one size



recy snapback



curved visor

## FEATURES





# 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.



## TECH SPECS



230 gr./m<sup>2</sup>



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 world cotton.<sup>1</sup>

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

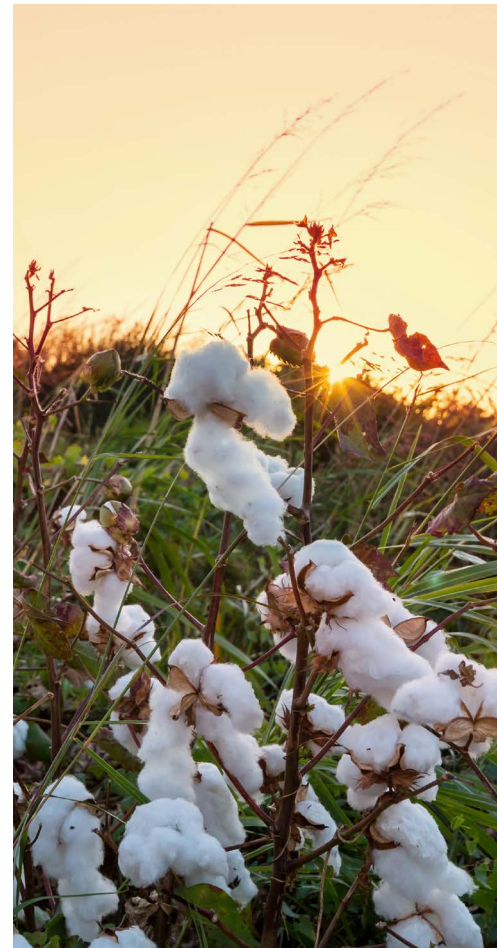
Despite its presence in nature, the conventional one it's often not so sustainable: **it is grown using chemicals** (synthetic pesticides, herbicides, fertilizers and GMOs) and **large quantities of water for irrigation, irreversibly damaging the soil**. There are also social impacts, **like child and forced labour and exposure to potentially toxic and carcinogenic compounds**.



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 for farmers and their families.

The LCA study<sup>2</sup> we conducted on our cotton products, also confirmed that choosing organic cotton for our products led to a **reduction from 18% to 21% of CO2 emission** 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.



<sup>1</sup> The World Counts (2021) World Cotton Production Statistics.

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





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



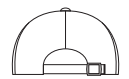
## TECH SPECS



260 gr./m<sup>2</sup>



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 

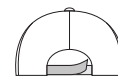
## TECH SPECS



220 gr./m<sup>2</sup>



kids size



hook-and-loop  
closure



curved visor

## FEATURES





# 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.



olive



khaki



NEW



2.5

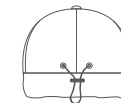
## TECH SPECS



120 gr./m<sup>2</sup>



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](https://atlantisheadwear.com)

