



COLLECTION REPORT GARDEUR, MENSWEAR S/S 2021

NATURE MEETS TECHNOLOGY

The interplay of naturalness and technical innovation has given rise to a versatile collection. With an organic and at the same time purist attitude this style mix shifts the borders between genres and draws on inspirations from activewear, utility and loungewear. Driven by optimism and the longing for lightheartedness a sense of comfort and casualness is omnipresent across the entire collection in the form of fresh utility styles, relaxed silhouettes and innovative fibre blends. High-impact textures and patterns with soft vintage references produce exciting contrasts. A rich line-up is ensured above all by tone-on-tone checks, striking stripes and multi-coloured textures. Lightweight materials and innovative Tencel™ and linen mixtures make for a summery look & feel teamed with well-groomed loungewear aesthetics. Tapered styles, cropped pants with a relaxed silhouette or top pleats support this new lightness in menswear allowing room for wearers' favourite sneakers or sandals. Excursions into Scandinavian styling worlds with a focus on functionality, know-how and comfort stand for more product depth with attention to detail. Less decoration and more understatement and value instead.

Cargo pants with new pocket ideas update slim-fit chinos. Here refined accents as well as the variety of materials used for labelling and inner workings make all the difference, staging every detail in gardeur style. The collection surprises us with a powerful palette of earthy tones and brown nuances such as rust, tobacco, mojave and mocha. These harmonise with off-white shades thereby creating a high-quality, natural basic atmosphere. Neutral tones provide clarity while the wide spectrum of olive/khaki nuances like Sage, Cactus and Military Green to Forest Night reflect the utility influences. Cool freshness and a summery feel come care of such pastel shades as Arctic Ice, Misty Blue and Peach Whip.

Denim is far more authentic than in summer 2020 without compromising on comfort. Here an impressive line-up of fabric looks testify to the denim competence of the gardeur brand and fuse traditional sartorial crafts with sustainability.

With 4NATURE and Black Rivet gardeur adds a new chapter to two success stories. The lines are extended to include further concepts that move both new and traditional brand values to the foreground. Sustainability, craftsmanship, continuity and innovation are important pillars of the brand and are "re-charged" with new themes such as Homegrown, airWOOLution, Zero Gravity, EveryWear, MoveLite and Dynamic Chino.

4NATURE

Sustainability and corporate social responsibility look back on a long tradition at gardeur forming an integral part of the brand DNA. With 4NATURE gardeur pursues a holistic approach, which extends from the raw material and its finishing to transport and socially responsible production. This approach is now also communicated to end users by the 4NATURE labelling. gardeur is working to mini-



mise its ecological footprint. However, the path towards a fair and resource-saving product is an ongoing process and therefore further efforts and product innovations will be seen over the coming months. A large part of the collection, especially the fast-moving articles on vendor-managed retail spaces, was already changed over to organic cotton, recycled cotton and BCI cotton thereby giving consumers easy access to the sustainability theme. Furthermore, gardeur looks back on a successful development of its production sites in Tunisia where the management continues to focus on high social standards, fair wages, transparency and equality rather than maximising profits. Moreover, the site in Mönchengladbach is GOTS-certified. On top of this, all leather labels are certified according to LEATHER STANDARD by OEKO-TEX® and thus allow us to label nearly all trousers as complying with STANDARD 100 by OEKO-TEX®.

This symbol continues to stand for high product safety and therefore builds trust with end users.

A fresh breeze is injected into the 4NATURE segment by new themes such as Homegrown, Hemp, Tencel™, Biodegradable and the use of ECONYL®.

Homegrown

More local, less global – this is precisely where the high-quality Homegrown cotton kicks in. 100 % of the cotton used here comes from Andalusia. It contains no transgenic material and is grown and harvested in compliance with European environmental and social standards. This guarantees fair working conditions and sustainable cultivation.

The raw cotton is also processed in Spain by gardeur's longstanding partner Santanderina. Santanderina is a leading European textile company operating a completely traceable, vertically integrated production system. This allows for transparency and traceability across the entire production chain from the seeds to the ready-to-ship fabric. Short distances in the production cycle – from growing to the finished fabric – reduce the majority of the CO₂-emissions caused by transport.

The vertically integrated, efficient production line and a sustainable dyeing process significantly reduce the energy and water consumption compared to conventional processes. Environment-friendly dyeing processes can save up to 95% H₂O and 65% energy as well as up to 65% CO₂.

Biodegradable

A milestone in denim innovation: this bio-degradable denim was developed to leave no footprint at all. Only environment-friendly materials are used, which are compostable without releasing any pollutants such as micro-plastics and chemicals. With the exception of the buttons and the fabric label, which can be screwed off and/or easily removed before disposal, all components are biodegradable. These jeans are disposed of in a composting plant. The degradation process starts as soon as the product comes into contact with anaerobic micro-organisms. The authentic denim weighs 11 ounces and consists of 99 % GOTS-certified, organic cotton. The remaining 1% is a novel stretch yarn which combines excellent stretch performance with sustainability. The special polymer V550 ROICA™ by Asahi Kasei degrades without any residuals. It is the only spandex worldwide,



which has been rated as non eco-toxic by Hohenstein and has been awarded a Gold Material Health Certificate by the Cradle-to-Cradle Product Innovation Institute. This denim is produced in Morocco based on sustainable finishing processes and ecological dyeing, thereby saving 10l H₂O per metre of fabric. Even the sewing and embroidery yarns used follow this concept and are new developments from Tencel™.

Zero Gravity

Sheer lightness – weighing in at as little as 133g/m² ZeroGravity is truly a feather-weight. The use of finest cotton yarn in combination with regenerated nylon, ECONYL® and spandex makes the hybrid styles an ultimate wear experience. A new generation of trousers is inspired by high-end sportswear. The nylon filament ensures shape retention, rugged wear properties and good moisture management. Moreover, the trousers are especially easy care since they dry in seconds, nearly crease-free. During production the nylon filaments are steamed to achieve a consistency and feel that resembles organic fibres. Combined with high-quality cotton fibres they make for a natural touch with a soft techno feel. ECONYL® regenerated nylon is a product that can help close the recycling loop. Made of waste it is endlessly recyclable opening up unlimited possibilities. The silhouette, finishing details and materials selected as findings echo sportswear aesthetics. Furthermore, a specific C|W|R-pocket lining is used. The material originally developed for NASA banks on an innovative phase-change technology to control temperature. The smart micro capsules absorb body heat and cool the skin like ice cubes do a drink.

EveryWear

EveryWear disrupts the accustomed fabric categories and is a real revolution! Inspired by the “2 miles wear” trend the ultra-light every-wear material with Cera-Active technology is an absolute tech-up highlight and ready to wear 24/7. EveryWear combines the decisive factors for urban smart-casual aesthetics with loungewear convenience and innovations right from sportswear. The versatile woven is given a precious mottled look and convincing performance characteristics thanks to its elaborate fibre mix. The high stretch offers freedom of movement without limits and shape retention at the same time. Wash & wear – totally hassle-free! No ironing required. The Cera-Active technology is guaranteed by a high-tech polyester fibre. Tiny clay minerals in the fibre always ensure an optimal body climate and reflect UV rays. At low temperatures the fabric warms wearers, at high temperatures it balances the temperature. This makes EveryWear with its cool and dynamic wear comfort a unique companion for all activities – be it at home, at leisure, on the go or at the office. The sophisticated tumble finish produces a soft cotton touch and ensures a style-assured casual look.

Move Lite

In this collection highly elastic fabric types are key pillars for making an assured entry. Move Lite styles skilfully fuse dynamic feel, lightness, revolutionary stretch performance with authentic treatments and uncompromising design. Thanks to the use of T400 this lightweight denim (7.5 ounces) boasts excellent stretch and spring-back properties even under heavy use. With Move Lite Denim an exclusive



touch fuses with a sporty character and sustainability. Finest organic cotton, a dense fabric appearance and the soft touch in conjunction with authentic effects as well as distinct details create timeless favourite pieces. With Move Lite Colour UP the range is extended to include a cultivated coloured denim look. The Tencel™ admixture also underlines the cool feel and makes for a lasting soft touch in addition to Move Lite's performance with maximum freedom of movement.

Dynamic Chino

Comfort "deluxe" satisfies the need for mobility, freedom and ease. The jersey chinos make a real statement striking the perfect balance between relaxed elegance, a sportswear attitude and laid-back feeling. Wool patterns and distinct textures clash with casual trouser looks and fresh sportswear features.

The highlight here is a monochrome camouflage print that really makes a statement. The line stands for a modern cross-over of styles that are harmoniously blended into a valuable chino upgrade. Dynamic Chinos work for streetwear looks and as a fresh alternative to jackets.

Black Rivet

Back to real denim: Black Rivet stands for unbridled passion, unadulterated craftsmanship, precious material aesthetics and a laid-back L.A. lifestyle. Furthermore, gardeur always tries to combine traditional handicrafts with sustainability. Each denim tells its own story and is interpreted with aspiration. The backbone of the line is a lightweight crosshatch (9.5 ounces) of organic cotton and an authentic 11-ounce denim with hemp fibre. The look is completed by a wide pallet of elaborate washes with hand-applied used and distressed effects developed emulating jeans worn in over many years. Some of the pants even feature tinting for that uncompromising vintage look. The key impulses, however, come care of bleached washes for blue and grey jeans that provide that summer vitality. This means every Black Rivet pair of trousers is a one-off piece. The authentic line sets itself apart from established standards and targets real aficionados. The eye-catching labelling in black and copper underscores this statement and the uniqueness of the segment. The relaxed fits with such exciting details as asymmetrical pockets, sophisticated belt loops as well as placed embroidery on the inner waistband plus the iconic signature embroidery on the hip pockets ensure high recognition levels. Placement prints on the pocket bags relay the respective product details and stories.

eWOOLution/airWOOLution

Prompted by an alluring aesthetic mix of naturalness, casualness and innovation, classics are re-interpreted here and transported to the here and now. This is what the eWOOLution segment stands for – these trousers link traditional wool patterns with a dash of casual flair.

Wear comfort, freedom of movement and an opulent touch are hallmarks of the eWOOLution line. Each pair of trousers is given a modern casual look thanks to a high-quality wash-based finish. Soft vintage reminiscences and distinct over-checks in the collection colours not only serve as targeted highlights but also as a key link between the colour worlds. Lavishly finished 5-pocket styles and semi-fashioned chinos therefore become smart allrounders showing that elegance



and casualness are not a contradiction in terms. eWOOLution positions itself as part of modern, uncomplicated business outfits. airWOOLution in turn gives wool looks a summery update complementing the strong eWOOLution line-up. The particularly reduced fabric weights and a crisp touch promise cool wear comfort for a cultivated casual look on hot summer days. Fresh fil-a-fil textures and very fine multi-coloured checks make for a harmonious pattern portfolio that radiates natural quality.

New: Essential Pieces!

Textured prints and sophisticated weaving patterns provide plain fabrics with fresh momentum and a higher profile. With printed cotton and the especially three-dimensional textures of the Like-Knit series we have already established new essentials. They score points with their irregular fabric appearances, soft faded looks, wear properties and valuable touch.

Shorts

The Shorts range does not lose focus despite its range of styles with a dash of preppy flair. Styles boast a wide variety of patterns and colours mainly characterised by retro tones and pastel shades. Diverse looks come care of large expanses of digital prints inspired by flora and fauna.

Leinen

An essential component for this collection, linen comes in many different facets forming an exciting contrast with the techno-fabric articles/themes of the collection. It is cool, crisp and summery light with a focus on relaxed 5-pocket and chino cuts. More volume provided by top pleats adds to the new casual feel for menswear. Here the high-fashion articles come care of tone-on-tone checks and various striped patterns. Innovative linen blends with cotton, Tencel™, viscose and spandex provide a more comfortable and functional twist. Linen always stays visible, slubs are wanted and creases are welcome. Natural tones, white, ochre, olive and terracotta tones round off the natural style setting. The use of linen forms part of gardeur's sustainability strategy and therefore flax cultivated in Europe plays a major role.

Pressekontakt

Timm Hartmann Communications

Timm Hartmann
Düsselstraße 11, 40219 Düsseldorf
+49 211 569 290-0
timm@timmhartmann.com

Unternehmenskontakt

Atelier Gardeur GmbH

Fabian Süllow
Alsstraße 155, 41063 Mönchengladbach
+49 2161 816-246
f.suellow@gardeur.de