



Atlantis Headwear began in the 1990s with a simple mission: to create headwear people could love, wear proudly, and make their own. We wanted to be different, to create something lasting—something that wasn't just 'another hat.' Over the years, as our caps gained popularity and started appearing worldwide, we realized that we had a chance to do something bigger with our products. We didn't want to just make high-quality headwear; we wanted to make a positive impact.

That's when sustainability entered our story in a meaningful way. In 2021, we made a big commitment to produce our entire collection sustainably by 2025. This is more than just changing a few materials. It's a full-scale shift that involves looking at every single element we use—down to the smallest details like taping and buckram—and finding alternatives that still deliver on the quality our customers expect converting, each year, the best sellers to their sustainable alter-ego.

The conversion doesn't just mean changing the materials - which have certainly reduced the environmental impact-, but above all, it has given the company the opportunity to listen to the market improving the hat itself, working on details such as the shape, colors, and enhancing its performance.

It's taken years of research, hundreds of tests, and plenty of determination to get this right, but today we're proud to offer headwear that doesn't just look good but does good. With each cap we make, we're thinking about how we can contribute to a better, more sustainable future.