

The preferred materials portfolio

The environmental impact benefits derived from our choice of preferred materials are clearly outlined in the 'Sustainable Features' section for each lower-impact product, marked with an asterisk (*). These notations underscore the specific CO₂eq impact reductions, demonstrating the advantages of our environmentally conscious practices.

Life Cycle Assessment (LCA) studies on our top-selling products [1] reveal that 45.5% to 75% of CO₂ equivalent emissions are attributable to the materials used in our hats. This insight drives our preference for recycled materials to mitigate environmental impact significantly. In cases where recycled options are unavailable, we choose virgin materials with the minimal possible environmental footprint or from regenerative sources.

Discover the preferred materials featured in the Atlantis 2025 Collection, designed to collectively reduce the impact of our choices:

- Repreve®
- Polylana®
- Organic cotton
- Recycled cotton
- Recycled polyester
- Recycled nylon
- Recycled polyethylene
- Dope-dyed recycled polyester

