

EMPORIO ARMANI

The Emporio Armani Sustainable Selection for Spring/Summer 2022

Emporio Armani's commitment to environmental responsibility is expressed through its sustainable approach to manufacturing and packaging – ranging from materials to finishes – and is aligned to its modern urban and dynamic image.

For Spring/Summer 2022, the liberating aesthetic of surfing is contextualised in a metropolitan scenario. Pieces with a sporty feel play with the codes of formality, and are adorned with traditional surfing motifs. The selection of garments, for both men and women, is characterised by oversized fits, bright colours and bold graphics such as psychedelic waves and stripes. It includes trench coats, blousons, T-shirts, button-down shirts, shorts and pullovers made of organic cotton, or blends of recycled cotton and recycled nylon.

Overlays, contrasting lengths and prints create striking looks for the ideal concrete-jungle surfer.

A wide range of fabrics is featured, including recycled nylon crepe with all-over prints that is fluorine-free and water-repellent; yarn-dyed ripstop; organic cotton denim; and jersey in organic cotton or composed of recycled nylon and recycled elastane.

The selection of clothing is complemented by a brilliantly coloured chronograph in orange, green and purple, with a new sporty dial design. Its case utilises at least 50% recycled stainless steel and a colour insert made from #tide ocean material®. There is also a pair of glasses, available in four colour variants, crafted using polyamide. These employ at least 50% bio-based material for the frame and feature 30% bio-based lenses (the bio-base percentage is calculated to conform to the international standard ASTM D-6866, which specifies the quantity of material obtained through renewable sources compared to the fossil-based materials used).

The certified compostable packaging also underlines the environmental intent of the project.

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