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BOGNER x ECONYL® Capsule for Fall/Winter 2021

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For the upcoming Fall/Winter 2021, the Munich-based sports fashion company BOGNER launches an exclusive capsule collection made of the recycled nylon yarn ECONYL®.

As an activewear brand rooted in a deep love of the mountains, BOGNER is committed to preserving the natural environment. This commitment is reflected in the BOGNER ECONYL® capsule, which consists of timeless products created using innovative and exclusive ECONYL® from Italy. A regenerated nylon yarn made from discarded nylon fishing nets and other industrial waste, ECONYL® can be endlessly recycled without loss of quality, thus reducing waste, emissions and the use of non-renewable resources.

Heinz Hackl, co-CEO of BOGNER adds, "Our choice of ECONYL® yarn, an established recycled material also used by other leading luxury brands, marks an important first step towards a future BOGNER Circular Initiative."

The highlight of the capsule is the new BOGNER Touring Jacket, a contemporary reinterpretation of the iconic anorak Maria Bogner designed in the 1940s.

The Touring Jacket is a luxurious yet sportive two-in-one style, available as male and female style in various colors. The outer shell jacket is made from a color-rich nylon twill with a subtle shine features a detachable hood, a chest zip pocket, a BOGNER circular logo, special ECONYL® labeling, and a chain-stitch shoulder detail inspired by archival BOGNER styles. Made from shiny nylon, the liner features a knitted college collar and archive-inspired square quilting filled with recycled nylon padding. Timeless design, ruthenium metal zippers, and a minimum of detailing ensure this two-in-one essential never goes out of style.

The Capsule collection is completed by a unisex Bucket Hat and three versatile bag styles in different colors – backpack, tote bag and hip Bag. The accessories are also made from the sustainable ECONYL® nylon yarn.

The BOGNER x ECONYL® capsule will be available in Fall 2021.

Willy Bogner GmbH & Co. KGaA, based in Munich, is an internationally successful lifestyle company and the leading provider of exclusive sports fashion, luxurious sportswear and designer fashion. The company employs over 800 people worldwide and appears in over 50 countries with the BOGNER (Woman,

Man, Sport, Kids) and FIRE+ICE brands as well as licences. The company, which has existed since 1932, is led by Heinz Hackl and Gerrit Schneider, owner is Willy Bogner represented by trustee Arndt Geiwitz. More information: www.bogner.com.

Contacts



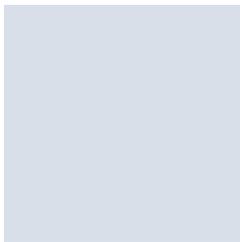
Alena Haage

Press Contact
Public Relations
a.haage@bogner.com
+49 89 436 06 371



Katharina Hofmann

Press Contact
Public Relations
k.hofmann@bogner.com
+49 89 43606 706



Saskia Scharowsky

Press Contact
Corporate Communications
bogner@gaullyadvisors.com
+49 69 767 578 23