



WE RESPECT ANIMALS.

SAVE THE DUCK SPRING SUMMER 2021

In the silence of our cities, we have learnt to recognise an increasingly powerful appeal directed to our identity as free travellers and explorers. The COVID-19 health emergency has shifted the balance of the world that we once knew, transforming urban spaces and our habits. **SAVE THE DUCK**, the 100% animal-free quilted jacket brand, takes inspiration principally from the spirit of urban renewal to launch **its Spring Summer 2021 collection**. But, in addition to the city, there is a compelling reference to uncontaminated, unconquered nature that hallmarks colours and garments.

MAIN COLLECTION

Save The Duck presents the SS2021 collection and a wide range of fabrics, offering a wide choice for consumers. The **Main Collection**, iconic for its orange logo, remains a constant point of reference for everyone who loves the brand. The outerwear designed for the spring/summer season is ideal for modern urban mobility and for all those who like displaying their globetrotter spirit. The garments have a comfortable fit, with soft, flowing lines, versatile in use and practical to carry around at all times. The unmistakable quilted garments make their return, along with smooth garments whose style recalls the 1990s. The most significant fabrics include "Rock", with a creased and glossy appearance, and "Wind", designed to offer protection from wind and rain, with contrasting linings. The palette comprises pastel colours and matt shades in alternation to glossy hues, and camouflage-print items that have been reinterpreted in an urban spirit.

Year after year, the **Recycled** line generates increasing interest from the consumers with a high degree of sensitivity to environmental themes. The approach adopted by Save The Duck, the first Italian fashion company to be B Corp certified, continues to implement the brand's intentions for a progressive increase, over the course of time, in the production of garments made using recycled materials. This decision can be seen in the SS21 collection, with an expansion of the Recycled line both in terms of fabrics and padding, representing about 45% of the total and a 30% increase with respect to the SS20 season.

Garments are made with fabrics and padding in recycled polyester from plastic bottles, and they can be recognised by the green logo. The Save The Duck product range, incorporating style and awareness, is completed by garments made in "Nety" fabric, with the light blue logo: these items are made in ECONYL® 100% recycled nylon, a fibre obtained from the regeneration of fishing nets and recycled nylon. "Nety" fabric is used for outerwear garments that are not only made from recycled materials, but that are also

SAVE THE DUCK S.P.A.

via Arcivescovo Calabiana 6
20139 Milano
Tel. +39 02 89080866/7/8
Fax +39 02 89080869
E-mail: info@savetheduck.com

Cap. soc. € 1.000.000 int.vers.
Ufficio delle Imprese di Milano
REA MI-2047000
Codice fiscale e partita IVA:
07853840960
VAT CODE: IT 07853840960



WE RESPECT ANIMALS.

recyclable themselves, in accordance with a circular economy system that prevents waste and enables the reuse of materials. A famous example is the Circular Economy Jacket, in which even the zips are in Nylon 6, and likewise the padding and lining which are completely recyclable. These characteristics give rise to the name of the jacket, a garment that exemplifies the nature of the circular economy: a sustainable approach to consumerism.

The garments providing rain protection in the Rainy line have a new layered appearance created by patterns of chromatic overlays and both quilted and smooth fabrics. Their performance, lightness and comfort reflect ongoing developments in technology and style. The shells of Rainy garments are made in fabrics with double and triple layers of 100% recycled, stretch material, offering protection and waterproofing, in which a significant part is played by the seams sealed with heat-welded ribbon: an approach that completes the Main Collection and further underlines the Italian company's commitment to environmental protection.

ATHLEISURE COLLECTION

The **Athleisure** line is dedicated to the sportiest "duckers" who are searching for a casual leisure-time look. However, it is destined principally for those who can identify with the company's values and who are happy to champion positive messages.

Wearing a garment in this line means believing in change and promoting a mindset that respects and protects the planet. Athleisure is the brand's lifestyle line, in which focal products include the T-shirts with prints featuring "Save": a word that embodies important activities and decisions implemented by Save The Duck and shared by consumers, who become consciously well-informed change makers. As part of this approach, "Save Australia" and "Save The Doctors" are just two examples of the charity campaigns launched by the Italian company, supporting globally-significant emergency causes.

The Athleisure line also includes sweatshirts, trousers and shorts of iconic style, with sportswear inspiration and 100% Made in Italy. The collection is completed by fast-dry swimwear made in recycled polyester.

SMARTLEISURE COLLECTION

For Save The Duck, the **Smartleisure** line means "**Smart Working Leisure**", and it is the new feature of the SS2021 collection that comprises a total look specially designed for smart workers.

The garments and outerwear reflect the needs of active consumers, who are looking for technical quality, comfort and practicality for everyday use, and for unrestricted movement. All the garments in the Smartleisure line are pocketable, easy care and urban style, inspired by the new urban mobility concept and by people for whom travel is an experience of constant discovery.

SAVE THE DUCK S.P.A.

via Arcivescovo Calabiana 6
20139 Milano
Tel. +39 02 89080866/7/8
Fax +39 02 89080869
E-mail: info@savetheduck.com

Cap. soc. € 1.000.000 int.vers.
Ufficio delle Imprese di Milano
REA MI-2047000
Codice fiscale e partita IVA:
07853840960
VAT CODE: IT 07853840960



WE RESPECT ANIMALS.

The city becomes the ideal backdrop for a selection of lightweight, cool and comfortable garments, which don't need to be pressed to perfection because they are made in no-iron fabrics and are fast-dry. Save The Duck thinks of people who live the city with dynamic style, using electric bicycles, scooters and mopeds; it caters for the needs of a world in constant transformation, that has seen a new equilibrium in values and priorities; it is aimed at modern, revolutionary consumers who are sensitive to themes of sustainability, reaching out to all those who do not want to abandon a smart, personal style that remains both sporty and casual. But people of globetrotting spirit will also be able to identify with the Smartleisure line: for those who love travelling and moving quickly from one place to another, without compromising their preference for a tasteful appearance.

In its Smartleisure line, the Italian brand presents shirts, trousers, sweatshirts and lightweight jackets with clean, minimal design, in which the fabrics are of recycled origin.

PRO-TECH COLLECTION AND SKYSCRAPER CAPSULE COLLECTION

The **Pro-Tech** line, hallmarked by the black logo, was launched for the first time in the FW20/21 collection, and it presents a contemporary design ethos in the SS2021 collection as well. Technological research applied to style and materials: Pro-Tech outerwear garments are in Gore-Tex Infinium 100% recycled fabric and PFC-Free DWR. Lines are sharp, with modern style, designed for the most fashion-conscious urban commuters.

Once again, cities provide the principal source of inspiration for the development of a unique style, for people who have no limits or frontiers. The garments adapt to the city and its rules, while also recalling the nature and mountains that express the desire for discovery and represent the inevitable points of contact with the brand's values.

The collaboration with **Satoshi Yamane** continues, and the **SKYSCRAPER capsule collection** has developed towards lighter outerwear garments for the Spring/Summer season. As before, there are still the underscoring rules of minimalist aesthetics and elemental design with cocooning lines. Save The Duck caters for people in search of an orientally-inspired fashion, made using high-quality, high-performance materials, for a smart style that can be worn every day, while travelling and in the city. The outerwear garments in the SKYSCRAPER capsule collection are made in Gore-Tex® fabric, in 100% recycled polyester, like the RECYCLED PLUMTECH® quilting.

ACBC CAPSULE COLLECTION

From its origins until today, Save The Duck has always built bonds and collaborations with successful companies committed to making our planet a better place. Creating alternatives and enabling consumers to make more informed purchases made it possible to enter into a partnership with **ACBC**, an Italian company whose mission is to protect and respect the planet and its inhabitants by means of an eco-

SAVE THE DUCK S.P.A.

via Arcivescovo Calabiana 6
20139 Milano
Tel. +39 02 89080866/7/8
Fax +39 02 89080869
E-mail: info@savetheduck.com

Cap. soc. € 1.000.000 int.vers.
Ufficio delle Imprese di Milano
REA MI-2047000
Codice fiscale e partita IVA:
07853840960
VAT CODE: IT 07853840960



WE RESPECT ANIMALS.

sustainable approach. ACBC creates technological innovations in the fashion and sportswear sector, reducing waste and pollution. Additional research and development is performed to identify the finest eco-friendly materials and to design products that are as green as possible. For SS21, Save The Duck has developed the first sneaker model with uppers in eco-leather, with a 50% proportion of recycled material. As regards the soles, to date a rubber containing 10% recycled material has been used. For the future, the Italian company is working with ACBC on soles in which the amount of recycled material is close to 100%. This footwear was designed for people in constant movement, for travellers, for all those who have to deal with the bustling city and urban modernity. Our planet deserves sustainable sneakers that we can use every day, and that encourage our respect for the space around us.

Press Office Save the Duck – Green Media Lab Srl Sb

Via Tertulliano, 68/70 - 20137 Milano

paola.prina@greenmedialab.com

giulia.sebastiano@greenmedialab.com

Tel. +39 02 91320415

www.greenmedialab.com

SAVE THE DUCK S.P.A.

via Arcivescovo Calabiana 6
20139 Milano
Tel. +39 02 89080866/7/8
Fax +39 02 89080869
E-mail: info@savetheduck.com

Cap. soc. € 1.000.000 int.vers.
Ufficio delle Imprese di Milano
REA MI-2047000
Codice fiscale e partita IVA:
07853840960
VAT CODE: IT 07853840960