

Marketing Styles
FW26

RESPECT_

WE RESPECT_NATURE
WE RESPECT_ANIMALS
WE RESPECT_PEOPLE

We prioritize animal welfare and social equity.
Our model focuses on lowering environmental impact
through 100% animal-free production
and radical supply chain transparency.

We are the first B Corp™ of the Italian fashion system.

Founding member advancing human rights and environmental protection in Italy.

We use PFAS-free waterproofing finishes across all product lines.

We use 0 materials with animal origins.

Filling a crucial gap in the fashion outerwear industry,
we replaced ducks and geese feathers with

PLUMTECH®

An engineered high-performance synthetic insulation
that replicates the softness and thermal comfort of real down.

Made from 100% recycled certified polyester fibers
from PET bottle bodies.

The US Figure Skating Exclusive Sponsor



Since 2025



Alexander



Donald

BASICS

Designed to be packable, versatile layering pieces, our basics are perfect for adding lightweight warmth wherever the day takes you.

Crafted with our innovative PLUMTECH®padding, they deliver substantial insulation without the bulk.

Available in:

navy blue

black



Carly



Pella

SMARTLEISURE

The new Smartleisure collection redefines everyday comfort through versatile pieces designed for movement, adaptability, and modern living.

Lightweight, wrinkle-free, quick-drying, and built with mechanical stretch, Smartleisure garments are designed to follow you through the day without adding bulk. Their clean design translates technical comfort into a modern wardrobe that moves effortlessly between leisure, travel, and urban life.

Available in:

navy blue *black*



Tulio



Bruin

SMARTLEISURE

The collection builds on its core carryovers: essential styles that stand the test of time while introducing new sweatshirts made from a smooth, scuba-inspired fabric with a soft touch and effortless wearability.

Available in:

navy blue



Hinata