



Collaborations | 10.02.2022

FIRST CAPSULE COLLECTION WITH MBRC® THE OCEAN

Tom Tailor has a vision of a better future. In February, the brand teams up with the non-profit organization MBRC® the ocean to raise awareness for one of our biggest environmental issues: ocean plastic pollution. With a capsule collection made from organic cotton and recycled polyester. A material that otherwise could end up in our waters as waste.

ON THE SAME WAVELENGTH.

Founded in Hamburg and raised near the water, Tom Tailor values responsible interaction with natural resources. Undertaking a commitment for our nature is part of the brand's sustainability strategy. BE PART is a 360° approach; an invitation for everyone to get actively involved creating a better future.

MBRC® the ocean organizes global beach clean ups and educates global communities. Spreading knowledge about ocean plastic and recycling. The team's mission is to go against the 8 mio tons of waste that pollute our waters.

All collection styles are made from organic cotton and recycled polyester. Recycled polyester is a fibre that is remanufactured from used PET bottles and post-consumer trash. It's a circular system that maintains the value of materials and resources by returning them into the product lifecycle.

"We want to use our brand familiarity and reach to create more awareness. We aim to show the issue, but also encourage our community to seek solutions. And to see the importance of recycling", says Gernot Lenz, our CEO.

FROM AWARENESS TO ACTION.

The collection isn't only about awareness. Furthermore, it's about taking action, getting involved and going for change. By using recycled materials, we reduce the amount of waste, soil contamination and CO2 emissions, as the production of recycled polyester uses 35% less energy compared to virgin polyester. Organic cotton uses 88% less water compared to conventional cotton.

MODERN. CASUAL. SUSTAINABLE.

The design aesthetic of all sweat styles follows Tom Tailor's heritage look. Maritime details and prints are combined with relaxed cuts and timeless silhouettes. Natural colours meet navy blue tones. It's casual everyday wear, from sea to city.

For further inquiries contact BEPART@tom-tailor.com

