



Collaborations | 18.09.2022

SECOND COLLECTION WITH MBRC® THE OCEAN

In February, MBRC® the ocean and Tom Tailor debuted a collaborative collection featuring sweat styles made with recycled materials. Now, they launch their second collection focusing on more sustainable denim styles.

150.000.000 tons of waste pollute our oceans.
It takes 400 years for ocean plastic to degrade.
By 2050 there will be more plastic than fish in the sea.
88% of our oceans are polluted by waste.

These four alarming facts are the focus of our Denim Tom Tailor x MBRC® the ocean fall campaign. Designed to raise awareness and emphasize the urge to act.

It's the second time that we team up with our friends from MBRC® the ocean to create a capsule collection. This drop features 90s-inspired denim silhouettes. All pieces are made from sustainable fabrics that combine recycled polyester with organic cotton or TENCEL™ Lyocell.

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 and reduces the amount of waste, soil contamination and CO2 emissions. The production of recycled polyester uses 35% less energy compared to virgin polyester.

WHAT DO YOU SE/A?

For more media reach and community engagement we designed the social first campaign "What do you SE/A?". We shot it next to the water, two campaign faces are influential content creators. @nic.kaufman has 1,3 mio follower on Instagram. @findingmelisa has 108.000 follower on Instagram. All reels and key visuals are spread via social media. Speaking directly with and to the community.

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.

For further information contact BEPART@tom-tailor.com

