





Atlantis is a brand of the Italian company Master Italia, specialized in designing and manufacturing high-quality headwear.







2021 CONCEPT





Inspired by a slow fashion concept, the **Atlantis Collection 2021** merges **essential design** with the **latest in sustainable fabric innovation**.

We strongly believe in an eco-friendly garment life cycle. We carefully chose recycled fabrics and low-impact manufacturing processes and introduced **an almost entirely sustainable collection** made of popular lines and shapes.

We intentionally left behind flashy models and eccentric details to focus once again on green and smart fibre production, making them available to everyone. To highlight the **contemporary look**, our hats and beanies mix an old-school style together with the modern idea of using raw materials to create something **timeless** and forever welcome in the wardrobe.



GEO



SHORE



SHINE



ENERGY



SAND



SONIC



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# FOLLOW OUR JOURNEY TO SUSTAINABLE HEADWEAR

We aim to reduce our environmental impact by embarking on a new journey towards a more sustainable business model.

**2018** the beginning of our path, by introducing first Oeko-Tex products.

**2019** launch of the *Green Collection* in recycled polyester, organic and recycled cotton.

**2020** release of the first *Sustainability Report*, a great opportunity to spread the culture of sustainability and our social and environmental impact.

**Follow our journey to sustainable headwear** and accompany us along this path through our products and projects for a better future.







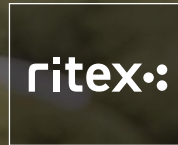




# CERTIFICATES

Our comprehensive commitment  
to the adoption of sustainable processes  
and methods.

Atlantis is proudly certified by



Atlantis cares about safety and quality



# ATLANTIS TECHNOLOGY LAB

Our high-end fabrics, cutting-edge design concepts and functional technology are what set us apart.

Take a look at the technologies applied to the new 2021 styles

## RECYCLED POLYESTER

Fabric made from polymers obtained recycling plastic bottles.

## OEKO-TEX®

Certified fabrics that respect human and ecological standards.

## DRY-TECH

Sweatband in polyester and elastane with antibacterial properties, for a better absorbency and perspiration.

## WATER RESISTANT

This technology keeps you dry in any wet weather situation.

## MECHANICAL STRETCH

Fabric with stretch properties that makes it elastic not thanks to elastane but to a mechanical stretch action in the weaving.

## REFLECTIVE YARN

Special fiber that reflects the light creating a shiny effect

## CATIONIC FABRIC

Special polyester fabric with a two-tone color effect, obtained thanks to a cationic reaction during the dyeing process.

## POLYLANA®

Polylana fibers are a sustainable choice, with a wool-like hand feel and a significant low impact in the environment.





## TECHNOLOGIES & MATERIALS

In Atlantis we are always looking for the best wearable technology, not only in materials but also in **innovative solutions and processes** that encourage ourselves to think ahead and think sustainable.

We are constantly evaluating new fabrics and re-evaluating existing ones in our quest to make the best product.



# BELIEVE IN BETTER

Polylana® unlocks new potential in fiber creation with reduced environmental impact and enhanced performance capabilities.

**Polylana® is a patented staple fiber made from a mixture of modified and recycled polyester** to create an **innovative fiber** with characteristics similar to acrylic or wool fiber.

**Reduces** environmental impact.

**Reduces** water consumption.

**Reduces** energy emission during dyeing.

**POLYLANA®**

# BE PURE

Atlantis introduces Pure, the first Polylana® beanie that represents a low-impact alternative to 100% acrylic fiber with less energy, water, waste, CO2 and microfiber release. Not just different, but better.

## Production impact per 1 kg. undyed fabric

Material	Energy (MJ)	Water (l)	Waste (kg)	GhG (kg CO2)	Fiber Release
<b>Polylana</b>	<b>90.7</b>	<b>27.2</b>	<b>0.3</b>	<b>13.6</b>	<b>82,672</b>
Acrylic	379.0	182.0	1.2	16.9	121,465



**76% Less  
Energy**



**85% Less  
Water**



**76% Less  
Waste**



**19% Less  
CO2**



**32% Less  
Fiber Release**

## Water savings per product

60% Polylana® / 40% Acrylic Yarn VS 100% Acrylic



One beanie saves  
5 liters of water





# DIAMOND SHAPE STICKERS

The ID cards of our hats.

Placed directly on the visors, stickers express **the personality of the Collection** and help to recognize, in an immediate and intuitive way, **the materials and the innovative features of the product.**







### RECYCLED POLYESTER

Recycled polyester is made from polymers obtained by recycling plastic bottles.



### WATER RESISTANT

A durable outer fabric treatment provides you additional protection of water repellency.



### MECHANICAL STRETCH

A fabric that has inner stretch properties, without using spandex or other stretch yarns in the weaving process.



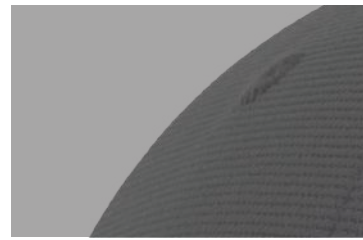






GREEN





royal



navy



NEW

## SAND

**Main Fabric:** 95% certified recycled polyester  
5% elastane



white



black



dark grey



GREEN

Featuring a corded miniottoman exterior, **SAND** is made almost entirely of breathable recycled polyester. The elastane fabric gives a stretchable universal fit making this hat completely suitable for sport and outdoor fun.

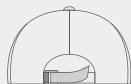
### Tech specs



230 g/m<sup>2</sup>



one size



high quality  
velcro with loop

### Features







## GEO

**Main Fabric:** 100% certified recycled polyester twill



olive



navy



white



black



khaki



GREEN

Straightforward, simple and fully recycled. The **GEO** bucket is the ultimate classy 100% recycled polyester hat and fits loosely for a casual and easygoing feel.

### Tech specs



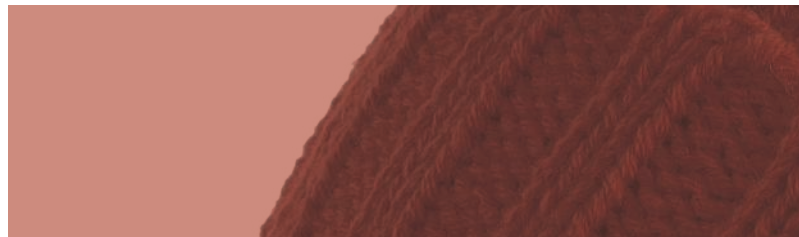
200 g/m<sup>2</sup>



one size

### Features





burgundy



black



mustard



light grey melange



olive



rusty



NEW

## SHORE

**Main Fabric:** 50% certified recycled polyester  
50% acrylic



navy



bottle green



dark grey

A must have beanie, half recycled, half acrylic.

The sustainability of the **SHORE** meets the 90s trend with a large rib knit and a strong personality reminiscent of the vintage fisherman style.



GREEN

### Tech specs



78 gr.



one size

### Features





light grey melange



bottle green



black



burgundy



NEW

## RIO

**Main Fabric:** 50% certified recycled polyester  
50% acrylic



navy



dark grey melange



mustard



olive

The **RIO** beanie is constructed in 50% recycled polyester and 50% acrylic blend with cuff and a narrow rib knit that ensures style, versatility and a fit suitable for everyone.



GREEN

### Tech specs



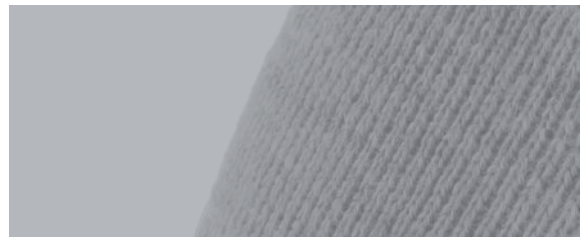
65 gr.



one size

### Features





light grey melange



mustard



black



royal



NEW

# PURE

**Main Fabric:** 60% polyester 40% acrylic



navy



burgundy melange



olive

One of the most famous shapes upgraded with a breakthrough recycling registered process called Polylana®.

The **PURE** beanie mixes classic style with an ultrasoft blend of recycled and virgin yarn that consumes less energy and water than standard yarn in the production process.



GREEN

## Tech specs



80 gr.



one size



Soft  
yarn

## Features



**POLYLANA®**







NEW

## SHINE

**Main Fabric:** 50% certified recycled polyester  
50% acrylic



dark grey



navy



black



olive

**SHINE** is the first beanie that combines sustainable fibers with a single bright reflex yarn.

The reflective details are the perfect solution for those who do not give up sport even when it's dark and cold.



GREEN

### Tech specs



72 gr.



one size

### Features

















**HIGH PERFORMANCE**



black



yellow fluo



NEW

# ENERGY

**Main Fabric:** 100% polyester



royal



white



light grey



navy



HIGH PERFORMANCE

Unstructured six-panels baseball hat made of durable cationic ripstop, the **ENERGY** cap features a very light water repellent fabric and our dry-tech sweatband. With high water-resistance and breathability, your head will stay cool and dry come rain or shine.

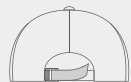
## Tech specs



110 g/m<sup>2</sup>



one size



high quality  
velcro with loop

## Features



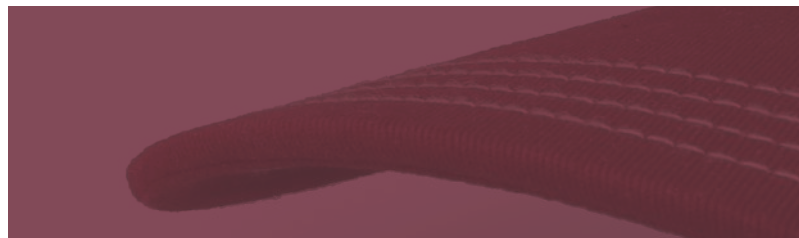






URBAN

ATLANTIS



white



cardinal-black



black-grey mel-white



bottle green-grey mel-beige



olive-black



grey mel-cardinal-beige



## SONIC

**Main Fabric:** 100% chino cotton twill

**Side&back:** 100% polyester



navy



mustard-black



grey mel-black



royal



black



navy-grey mel-white



URBAN

The original trucker aesthetic with an innovative six panels structure.

**SONIC** is the hat that redefines the concept of the trucker while maintaining the traditional snapback strap and the mesh to keep you cool.

To top it all, the contrast stitching on the visor and the front panels add a touch of streetwear class for a casual and young look.

### Tech specs



280 g/m<sup>2</sup>



one size



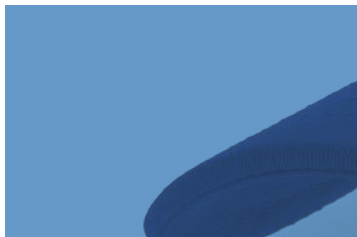
pvc







**SPORTSWEAR**



black



navy



NEW

# BOLT

**Main Fabric:** 100% polyester twill



white



royal



dark grey



SPORTSWEAR

Constructed in a matt lightweight fabric with a cotton look & feel, **BOLT** is the first curved visor baseball hat made of a high quality breathable polyester, woven with a **mechanical stretch** technique that gives a very elastic result.

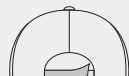
## Tech specs



170 g/m<sup>2</sup>



one size



high quality  
velcro

## Features









**NEW COLOURS**





black-black



dark grey-red



olive-black



orange-black



yellow-black



black



navy



white-olive-orange



white-red-royal



green



red



white-green



# RAPPER

**Main Fabric:** 100% polyester

**Side&back:** 100% polyester



white-black-burgundy



white-red-black



royal



yellow fluo



fuchsia fluo



green fluo



orange fluo



URBAN

Tech specs



80 g/m<sup>2</sup>



one size



pvc





# BUCKET COTTON

**Main Fabric:** 100% cotton twill



white



navy



royal



black



khaki



olive



PROMO

Tech specs



180 g/m<sup>2</sup>



one size

51

ATLANTIS







# LIST OF ATLANTIS DISCONTINUED ITEMS 2020

BECK



STIFFER



MARMOLADA



CERVINO



FREEDOM REFLECT



FREEDOM WINDSTOPPER



TWIN



check the  
availability here





**Find out more about Atlantis  
products and follow our journey  
and sustainability project on  
[atlantisheadwear.com](https://atlantisheadwear.com)**

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Credits:

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