



SS21 PRESENTATION

TRUST

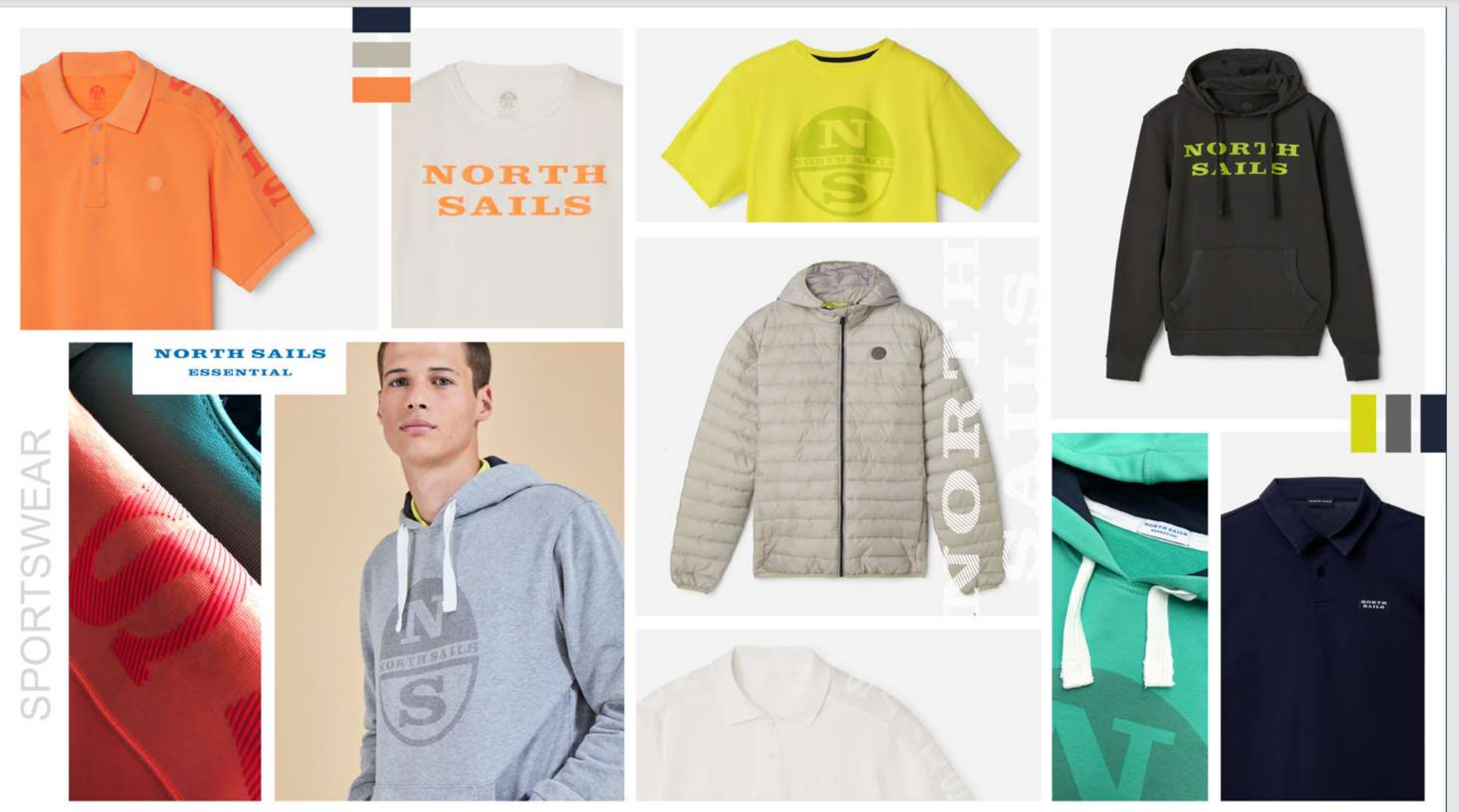
RECYCLED

COTTON
NYLON
POLYESTER

QUILTED JACKET
100% RECYCLED
OUTER SHEILD AND INTERIOR LINED
100% RECYCLED
THIS JACKET FOR THE

The collage features various clothing items: a patterned shorts, a grey quilted jacket, a brown crewneck sweater, a blue patterned quilted jacket, a blue zip-up jacket, and several pairs of patterned shorts. A central diagram shows a jacket with arrows pointing to the labels 'RECYCLED' and 'COTTON NYLON POLYESTER'. A text box on the right provides details about a 'QUILTED JACKET' made from 100% recycled materials.

COMFORT



PROTECTION



TRUST

The brand's commitment for a sustainable approach.

COMFORT

A successful attitude, inside and outside.



ESSENTIAL
SEASONAL
KITE

PROTECTION

Performance clothing in real life.



AMERICA'S CUP
C2



SUSTAINABILITY WHERE ARE WE ?

NO. OF SUSTAINABLE STYLES PRODUCED SS21 COLLECTION (EXCLUDED **AMERICA'S CUP** & LVST)

MENSWEAR (INCLUDING C2)

OUTERWEAR	10 STYLES
KNITWEAR	4
SWEATSHIRTS	8
POLO	3
TEE	9
SHORTS	2
TROUSERS	4
BEACHWEAR	7
ACCESSORIES	3
TOTAL	51 → 35 % MEN

WOMENSWEAR

TOTAL STYLES 9 → 20 % WOMEN

KIDSWEAR

TOTAL STYLES 16 → 33 % KID





WHICH ARE THE SUSTAINABLE ITEMS
& WHAT DOES THAT MEAN ?



THE SUSTAINABLE ITEMS





THE SUSTAINABLE ITEMS



SUSTAINABILITY WHERE WILL BE COMING SEASONS ?

SS21

NO. OF SUSTAINABLE STYLES PRODUCED

MENSWEAR

35 %

WOMENSWEAR

20 %

KIDSWEAR

35 %



FW 21

SUSTAINABILITY (colour opt)

MENSWEAR

85%

WOMENSWEAR

95 %

KIDSWEAR

85%

SS 22 COLLECTION
SUSTAINABILITY Target

**95 % OF ALL
COLLECTIONS
MEN / WOMENS /KIDS**



COLLECTION HIERARCHY

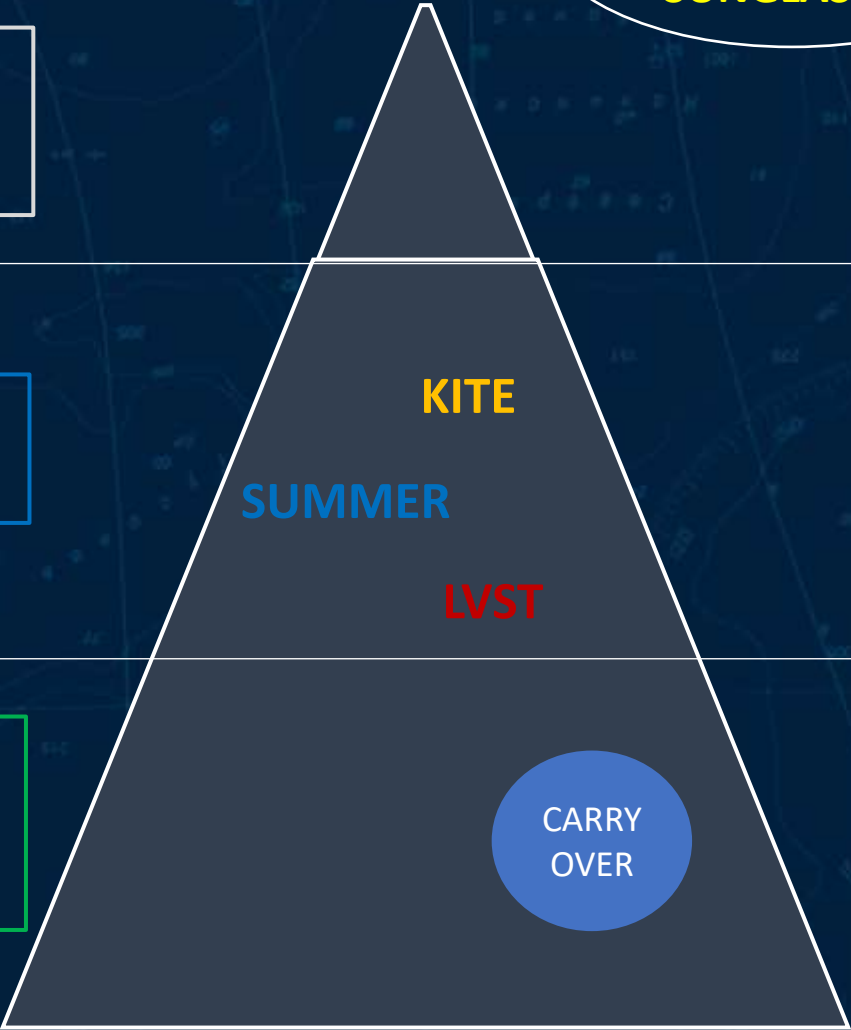
SUSTAINABILITY

PREMIUM
C2 & AMERICA'S CUP
This is the top part of our collection.

FTW
UNDERWEAR
SUNGLASSES

(10%)

SEASONAL COLLECTION



KITE

SUMMER

LVST

(40%)

ESSENTIAL / CORE
- high volume
- wide color card
- entry price

CARRY OVER

(50%)

OF WHICH
10% CARRY OVER



NORTH SAILS COLLECTION DIMENTION

AMERICA'S
CUP

40
STYLES

MENS
150
STYLES

WOMENS
45

KIDS
48

