

PRESS RELEASE

Sursee, November 2019

FOR A BETTER FUTURE:

NEW ADDITIONS TO THE CRADLE TO CRADLE CERTIFIED™ SERIES '100% NATURE' IN TENCEL™, LYOCELL

New styles are being added to the 100% NATURE series for the AW20 collection: For women, there are also printed, buttoned boyfriend-style pyjamas and the popular NATURAL SKIN brief, now available in midi brief shape. Long pyjamas are a new addition for men. The fabric, made from 100% plant-based TENCEL™, Lyocell made from fibres from a particularly resource-friendly closed loop with raw materials from sustainable forestry, is also available in new colours.

It all started with our first 100% biodegradable T-shirt. Now the difference we make can be felt around the clock. You can feel it in our uniquely comfortable, breathable daywear and sleepwear. In our super soft, perfectly fitting seamless panties. In our light loungewear, for your daily dose of cosy time. And in our men's pyjamas and boxer shorts, which can be effortlessly combined with our shirts. All 100% NATURE, with almost 100% of all resources recovered – from production to reuse. For an all-round wonderful feeling. And for the first time, our gorgeous prints now comply with the strict standards of the voluntary product standard Cradle to Cradle Certified™. For the love of nature. Day and night.

The popular products in the 100% NATURE range are certified with the independent MADE IN GREEN by OEKO-TEX® and Cradle to Cradle Certified™ labels – sustainability par excellence. Cradle to Cradle Certified™ defines recyclable products, meaning that their raw materials can be used time and again in an ongoing biological cycle. Unlike in conventional recycling, the production techniques, usage and recycling of these products are designed so that the quality of the raw materials remains intact over multiple life cycles. At the end of each life cycle, the items are broken down into valuable organic nutrients and the raw materials that grow as a result can then be used to produce new products.

100% NATURE impresses not only on account of its sustainability, but also because of its top-class material quality and functional properties: optimal moisture control, perfect temperature regulation and a long-lasting feeling of freshness. And it's also incredibly silky and kind to your skin.

The short-sleeve shirt in star white is now also part of the Basic range and remains available for women, men and kids.

100% NATURE comes in special cardboard packaging with information about the organic cycle. A simple counter stand, matching hanger tag and an eye-catching window display concept round off the 100% NATURE package for retailers.

**Cradle to Cradle Certified™ is a certification mark exclusively licensed by the Cradle to Cradle Products Innovation Institute.*

VERIFIED SUSTAINABILITY: MADE IN GREEN by OEKO-TEX®

The 100% NATURE products are not the only items in the CALIDA collection to have been recognised for their sustainability. With its Autumn/Winter 2016 collection, CALIDA became the world's first underwear brand to introduce the MADE IN GREEN by OEKO-TEX® label. CALIDA works hard to maintain its role as a pioneer in sustainability, adding numerous new men's and women's styles to its MADE IN GREEN by OEKO-TEX® range every season. The children's range has been fully certified since autumn 2016.

WOMEN

The seasonal women's styles in the 100% NATURE capsule collection include a shirt and long-sleeve shirt, long pants and buttoned pyjamas in a floral print. They pair perfectly with the brief in the NATURAL SKIN daywear series, now also available in midi brief length. The daywear colour updates include Deauville mauve, eucalyptus and toasted taupe. The pieces can be mixed and matched to create stunning autumnal leisure looks.



100% NATURE Tank top, bustier, slip, panty, buttoned pyjama, shirt long sleeve & pants; NATURAL SKIN Midi brief

T-shirt
Pants
Shirt long sleeve
Buttoned pyjama
Bustier
Tank top
Shirt short sleeve
Brief
Panty

NATURAL SKIN
Low cut panty
Midi brief

Material composition:

Loungewear 100% TENCEL™, Lyocell; daywear 90% TENCEL™, Lyocell and 10% ROICA™, elastane

Sizes:

Daywear XS to L; loungewear XXS to M

Delivery date: 24/08/2020
 27/07/2020 (NATURAL SKIN)

MEN

New additions to the 100% NATURE series for men this season are long pyjamas in gravel mele and vintage indigo. Together with the other Basic products – the shirt and long sleeve in gravel mele, the business V-neck shirt in star white and the boxer shorts and boxer briefs in vintage indigo – the result is sustainable leisure looks that don't just feel great on the skin.



100% NATURE T-shirt, boxer shorts, boxer brief, pyjama, t-shirt & pantss

T-shirt
V-shirt
Shirt long sleeve
Boxer brief
Boxer shorts
Short pyjama
Pyjama

Material composition:

T-shirt made from 100% TENCEL™, Lyocell; the rest from 90% TENCEL™, Lyocell and 10% ROICA™, elastane

Sizes:
S to XXL

Delivery date: 13/07/2020

CALIDA LOVES NATURE!

Delivery of the CALIDA Autumn/Winter 2020 collection starts on 01 July 2020.

CALIDA – BORN IN SWITZERLAND

For over 75 years, CALIDA has been transporting its values of sustainability, Swiss quality and innovative design around the world. It is one of Europe's leading underwear brands and believes in the importance of transparency. Many of its styles have been certified with the MADE IN GREEN by OEKO-TEX® label since 2016. All products are developed in Sursee, Switzerland. The range includes daywear, sleepwear and loungewear, and the complementary styles make it perfect for mixing and matching.

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