

Information for immediate publication

## Apparel collection 2018

EDELRID meets la dolce vita

**Our 2018 apparel collection was inspired by Val Di Mello – the bouldering and sport climbing hotspot in Italy. Taking inspiration from the colours and forms of the dolce vita, the new EDELRID apparel collection has casual styles for every-day use – whether climbing, bouldering or just taking it easy and enjoying life.**

Magnificent granite rock faces and towers, raging waterfalls, fantastic boulders in all shapes and sizes and, as you might expect, great Italian food. Welcome to the la dolce vita – welcome to climbing in Val Di Mello. This spirit is reflected in the colours, prints and virtually every fibre of our new styles.



## Information for immediate publication

EDELRID is using sustainable materials and production 100% made in Europe. Our organic cotton meets the most stringent environmental standards.

Conventional cotton uses more chemicals per unit area than any other form of plant cultivation. This means that it is responsible for over 15% of the pesticides used around the world.

As a manufacturer of outdoor equipment and soft goods, EDELRID sees it as self-evident that it acts with the greatest possible respect towards the environment. By using only organic cotton, we are taking a further important step towards producing more sustainable and eco-friendly products and will continue to pursue this path.

Saying yes to organic cotton, means saying yes to:

- natural, untreated seeds, free from genetic modification
- healthy soils and sustainable farming
- natural cotton from certified organic cultivation
- living wages and fair labour conditions



Information for immediate publication



With their climbing-specific cuts and a wide range of styles, our 2018 collection is destined to find its way into every climber's wardrobe.