

MAMMUT AND UNLESS COLLECTIVE JOIN FORCES TO PROTECT MOUNTAIN ECOSYSTEMS



The Mammut x Unless graphic, designed by Swiss Designer Moreno Morger, touches on restoring mountain ecosystems. (Photo Credits: ©Mammut Sports Group AG)

Press Release | The Swiss outdoor company Mammut and the US streetwear label UNLESS Collective are proud to announce their second collaboration on a limited edition for International Mountain Day. The biodegradable hoodies and t-shirts are responsibly produced – entirely in the name of protecting mountain ecosystems. All profits from sales will be donated to Protect Our Winters Switzerland.

Mammut teamed up with US-based brand UNLESS to create this limited-edition hoodie and t-shirt to speak up on International Mountain Day. UNLESS focuses on addressing sustainable solutions in the fashion industry. The collective isn't afraid to convey product messages to challenge the status quo. Mammut and UNLESS join forces to draw attention to the importance of mountain ecosystems and our role to protect them.

“The Mountains are our playground, and we are committed to protecting them. We are excited to partner with UNLESS Collective to create this limited edition to celebrate International Mountain Day,” said Mammut Chief Product Officer **Paul Cosgrove**.



Product Fact Check

The products are 100% plant-based and designed to leave zero plastic waste. Even the thread, label, and print are made from natural materials, which means each product is completely biodegradable. The cotton is grown in the USA and trackable.

Design to protect mountain ecosystems

The limited edition's print, designed by Swiss artist Moreno Morger, is a commentary on humanity's impact on the mountain ecosystem. The colorful and cheerfully portrayed mountain scenery reveals mountains perspiring under the sun and discarded rubbish in the bushes upon closer examination – an invitation to reflect on humanity's treatment of nature.

“UNLESS Collective is thrilled to partner with Mammut to create this limited edition hoodie and t-shirt. We believe that fashion can be a force for good, and we are excited to work with Mammut to raise awareness about the importance of mountain ecosystems,” said co-founder and Chief executive Officer of UNLESS Collective **Eric Liedtke**.

Donations for Protect Our Winters

The limited edition's profits will be entirely donated to Protect Our Winters (POW). Since 2020, Mammut has been partnering with the non-profit organization. POW campaigns for climate protection and works on solutions to bring about change in society, the economy, and politics. Mammut is committed to challenging every area of its business practices to protect the environment, aiming to achieve Net zero by 2050. Learn more about these commitments in the Mammut [Responsibility Report 2022](#).

The Mammut X UNLESS items will be available starting December 11, 2023, and will be sold exclusively on Mammut's online shop www.mammut.com.

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MAMMUT
SWISS 1862



About Mammut

Mammut is a Swiss outdoor company founded in 1862 that offers mountain sports enthusiasts worldwide high-quality products and unique brand experiences. For 160 years, the world's leading premium brand has stood for safety and pioneering innovation. Mammut products combine functionality and performance with contemporary design. With its combination of hard goods, footwear, and clothing, Mammut is one of the complete suppliers in the outdoor market. Mammut Sports Group AG is active in around 40 countries and employs approx. 800 people.

mammut.com

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