

BRAX





The "Blue Planet" meta label combines a variety of sustainable BRAX products, which are characterised by their use of sustainable raw materials or environmentally friendly production processes. The share of sustainable products is continuously being increased.

Behind "Blue Planet" are recognised standards, seals of approval and certifications such as Cotton made in Africa, Organic Cotton, the SEAQUAL INITIATIVE, TENCEL TM, EIM®-Score and the FUR FREE RETAILER PROGRAM.

Due to the trend towards loungewear, the focus is shifting to natural qualities, especially for tops.



QR codes on the goods inform the consumer about the sustainable aspects of the BRAX collection. By 2022, 50 percent, by 2025 80 percent and by 2030 95 to 100 percent of all BRAX products will be sustainable and labelled with the "Blue Planet" label.











TIMON 21-5117/04 LARS U 49-4304/22









BENNO 29-3904/97 PRESCOT 21-4757/54













COOLIO 89-6604/27 SAWYER 29-5034/86









COOLIO 89-6604/25 SAMMY 29-5034/04









CHRIS 89-6604/17







SILVIO 89-3344/23 SANTIAGO 29-6004/05









BENNO 29-3904/58 CASPAR 29-2084/07









QUENTO 29-8064/97 RICK 29-3004/97











SAWYER 29-5034/36 STELLAN 29-4114/59







CHUCK 81-3707/23

JEFF 29-2304/25









SARTO 29-4114/27 CHUCK 81-6327/25







FABIO IN 81-1207/04 DANIEL C 49-3774/28







DANIEL C 49-3714/03

FELIX C 89-3614/06







FABIO IN 81-1207/55 HAROLD C 49-3784/28



BRAX LAB

The capsule collection inspired by Ana Ivanović & Bastian Schweinsteiger

BRAX LAB stands for innovative materials, sporty details and modern branding. The collectio is sporty, with stylistic elements inspired by performance sports and fashionable lace.

The colour concept is clear and reduced to black and off-white and one accent colour each for womenswear and menswear.

The sporty looks are inspired by Ana Ivanović and Bastian Schweinsteiger.

ANA IVANOVIĆ

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DACTIANI SCHWEINISTEICE







BRAX LAB





LUC 99-1244/26 LENNOX 29-7904/97



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LAURENT 29-7904/22

SILVIO SD 89-3954/06



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LOVIS 29-7904/97



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BRAX LAB



LUIGI 99-1244/02

SILVIO R 89-5704/04





LAZIO 99-1214/22

WOO-TILITY

Comfort and casualness paired with more demands and a sense of style. That is the basis of the 3rd theme world Woo-Tility. Wool and wool optics are becoming important material ambassadors and serve as placeholders for a new value that, with more volume in the silhouettes and a special cosiness, are drivers for the modern looks. Functional details, patch pockets or cargo elements, packaged in tonal images, bring variety and create surprising breaks.











COSIMO 99-1054/22 SID 29-2024/04







JEFF 29-2304/07 RICK 29-2324/04





CLINT 99-1444/08





FABIO DX 89-3434/57

RICK 29-2214/04





RICK 29-2304/04 WYATT 29-2144/22





BRIAN 29-2154/08 SILVIO P 89-3614/07

"The newly won self-image for comfort and casualness needs to be further developed for the coming winter with aspiration and smartness - keyword "RE-INVENTED TRADITION". Wool and wool optics bring smartness and value to the collections. For Woo-Tility combined with function and performance to create a powerful topic with potential, which we see as an attractive addition to the classic Zero Down Outdoor."



SVEN LEUE









FABIO BC 89-1554/24 BRIAN 29-2154/27







FABIO K 89-3644/05 STEFFEN 29-2304/25

BELTS

AUTUMN WINTER 2022

<u>76</u>





50-0150/02 59-0374/52

<u>78</u>





51-0367/09 51-0217/22

SHOES

SPRING SUMMER 2022

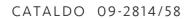
<u>82</u>





ELIO 09-2013/03 CATALDO 09-2814/05







<u>86</u>





MATEO 09-2115/36 ADRIANO 09-2818/05



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