

APPAREL AND ACCESSORIES

Loewe launches collection conceptualized for great outdoors

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Eye/Loewe/Nature collection. Image courtesy of Loewe

By STAFF REPORTS

Spanish house Loewe is mixing fashion and function in a collection of nature essentials.

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Dubbed Eye/Loewe/Nature, the line will be a permanent concept for Loewe menswear, with the first debuting at retail in January. As consumers are increasingly focused on wellness and the environment, the collection offers apparel and accessories that are designed for nature excursions with sustainability in mind.

Getting outside

Eye/Loewe/Nature features functional outdoor apparel such as parkas in technical materials and casual cargo shorts, pants and shirts. Also available are sweaters made with partly recycled cotton.

Differentiating the collection from typical outdoor gear, these pieces are made in bright colors.

For the collection's accessories, Loewe turned to Japanese craftsmanship. Among the pieces are backpacks in canvas and calfskin and tote bags, which were designed to work for both city commutes and countryside excursions.

Eye/Loewe/Nature is being marketed in a campaign developed by creative duo M/M Paris. In shots and a video taken at Spain's Cap de Creus, actor Josh O'Connor appears bicycling, diving into the water, handling insects and skipping stones.

Embedded Video: <https://www.youtube.com/embed/dGDuUfboxFY>

Eye/Loewe/Nature campaign

Loewe describes the Eye/Loewe/Nature customer as a man values style and quality and is interested in exploring different places.

Keeping nature in mind, Loewe is using the collection to give back to the environment. For each Eye/Loewe/Nature piece purchased in 2019, the brand is donating 15 euros, or about \$17, to help fight plastic pollution.

Loewe has used fashion to support other environmental efforts. Last year, Loewe joined the fight against the ivory trade with a collection of handbags in support of the Elephant Crisis Fund.

As part of the Knot On My Planet campaign, Loewe worked with Samburu artisans to create special editions of its Elephant bags for the ECF. The fashion industry has been working to tackle elephant poaching, looking to prevent the extinction of the endangered species ([see story](#)).

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