

APPAREL AND ACCESSORIES

Armani teams with Hypebeast on sustainable, traceable capsule collection

November 16, 2020



Some pieces in the R-EA capsule collection have the slogan "I'm Saying Yes To Recycling" front and center. Image credit: Emporio Armani

By LUXURY DAILY NEWS SERVICE

Italian fashion label Armani is the latest to launch a sustainability-minded capsule collection, as traditional luxury houses continue to experiment with recycled materials.

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Emporio Armani has collaborated with online streetwear platform Hypebeast to create the R-EA collection. It uses only fabrics made from recycled and recovered materials, and each piece is fully traceable using QR codes for added transparency.

Saying yes to recycling

The eco-friendly collection includes watches, winter accessories, footwear, outerwear and more. The pieces, priced between \$175 and \$1,595, attempt to strike a balance between streetwear and more relaxed workwear-inspired apparel.

Originally teased during a January 2020 fashion show, the R-EA collection comes in an entirely black color palette. Many of the pieces feature the R-EA monogram in white a nod to streetwear sensibilities while some of the jackets and sweaters have large graphics reading "I'm Saying Yes To Recycling."

The R-EA capsule collection includes menswear and womenswear

In addition to using recycled and organic materials for the capsule, Armani updated its manufacturing methods to reduce water and energy use. Shoppers can scan garment labels to learn more about the process and materials used for each item.

Armani and Hypebeast promoted the collection in a video campaign featuring four contemporary dancers. Set to a slow, intentional score, the short features shots of the dancers side-by-side with close-ups of the production process.

The capsule collection is now available on the Armani ecommerce site as well as Emporio Armani boutiques.

A growing number of fashion brands are focusing on sustainability and experimenting with environmentally-friendly capsule collections as social and environmental awareness accelerates during the global pandemic.

Armani joins brands such as Bally, Net-A-Porter and Hugo Boss in encouraging fellow industry leaders as well as consumers to heighten their awareness of these global issues and make the necessary changes to ensure a better future ([see story](#)).

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