

Creative convergence to launch CO₂AT, the first garment that produces O₂



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LINKS TO SEE

CO₂AT videocase
<https://vimeo.com/555249801>

CO₂AT assembling
<https://vimeo.com/556128699>

LINKS TO DOWNLOAD

www.azgard9.com/CO2AT/CO2AT_Videocase.zip
www.azgard9.com/CO2AT/CO2AT_Images.zip

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Azgard9, This is Pacífica and Stream and Tough Guy behind breathing garment of the future

This may look like something from a sci-fi movie, but it is not. It is very real. Denim manufacturer Azgard9 has developed a sustainable garment that produces Oxygen, in what is seen by the brand as the “garment of the future”.

Leading denim manufacturer, Azgard9, creative agency Stream and Tough Guy, and branding & design agency This is Pacífica, converged to create the concept behind a pioneer sustainable project.

The garment called “CO₂AT”, was produced as part of Azgard9’s recent repositioning “Future Before Fashion”, focused on the development of products and solutions with low impact on the environment. Developed in partnership with Post Carbon Lab, in London, the CO₂AT is a living being. Its hoodie is treated with microbial pigmentation, so actually behaving like a plant by using photosynthetic microorganisms – a process by which plants take in carbon dioxide and turn it into glucose and oxygen. Therefore, during its life cycle, it releases oxygen, improving the immediate environment of the wearer, due to its living cells coating. During its life cycle, the poncho neutralizes the impact of its production, improves the immediate environment of the wearer and produces approximately the same amount of O₂ as an oak tree.

A leading Pakistani denim producer, Azgard9 has put in place a highly innovative and challenging fashion project that aspires to realize what the future of fashion might actually look like; with a piece of clothing that is capable of having the same impact on the environment as a plant.

“While brands are thinking about their next collection, we have been thinking about collections of and for the future. In fact, about what garments may look like fifty years from now. So, we actually produced what could be part of every brand’s collection in 2043. We were tired of thinking about how we could change the “Future of Fashion” for the better and decided to actually do something about it.”, explains Ahmed Shaikh, Azgard9’s CEO. That is how this CO₂AT was born: a laboratory piece designed and created to show Azgard9’s retail network how the fashion industry can start having more than a voice in the effort for greater sustainability and to start actually doing something about it.

“When you put the future before fashion, you’re vouching to bring the best possible future forward in time, hence the idea to create and send to big fashion retailers a simulation of what a garment from their Fall/Winter 2043 collection could be like, if only the entire industry worked together.” Miguel Durão, Creative Partner at Stream and Tough Guy.

“The biggest breakthrough CO₂AT provides is the realisation that nature already has all the technology we will design the future with. It proves that batteries, panels and other costly paraphernalia is not mandatory for sustainable productions when we can literally breathe in sync with our clothes.” Filipe Mesquita, Creative Director at This is Pacífica.

Innovation is the way. Mainstream sustainability is the destination.

While Azgard9 has materialised an idea from the future, the goal is now to turn it into a mainstream concept. Serving as a wearable manifesto for the fashion world, the living garment is being shared with the retailer’s global network, that goes from large fashion groups like LVMH, to the biggest fast fashion brands like ZARA.

True to the belief that the planet belongs to everyone, Azgard9 wants its idea of sustainability to be accessible to everyone. An idea of Mainstream Sustainability that materializes the motto “Future Before Fashion” has been created to propel people to act now.

“As a 30-year-old business we have produced some of the most incredible denim pieces for the world’s top fashion brands, creating a network of people that have the power to make a change. It is our responsibility to use that in favour of a bigger cause. Being profitable is still a business priority for us. But we want to have a business that is responsible, that looks into the future and knows that sustainability is key if we want to have a future for our company and our planet. We can have a positive impact on the environment and wanted to show our stakeholders that we can help them achieve that. We want to show them what the future of fashion can actually look like, today”, concludes Ahmed Shaikh.

