2019

RESPONSIBLY CRAFTED

SELECTED
HOMME

Over the last two years we've worked extensively with sustain-ability and it has transformed into a core value for our brand. We want to be **as sustainable as possible as soon as possible**. It's a journey for us, but we're proud to finally present what we've achieved.

Responsibly Crafted is
statement. We've made
collection to be more s
last. This is to underline
take for our future envi

The Autumn 19 collection is a strong testi
Exceeding last season, **more than half of**
more sustainable fibres.

our new brand

e a promise for every

ustainable than the

e the responsibility we

ronmental footprint.

mony of our commitment.
the collection is made from

Main sustainable fibre categories we use
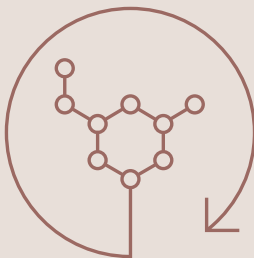
ORGANIC FIBRES

ORGANIC FIBRES:

– Produced without harmful chemicals
– 100 % GMO free
– All our denim and the majority of our jerseys are made from organic cotton

RECYCLED FIBRES

RECYCLED FIBRES:

– Made from pre-used items such as PET plastic bottles
– Reduced waste going to landfill
– Reduced CO_2 emissions
– Reduced energy and water consumption

INNOVATIVE FIBRES

INNOVATIVE FIBRES:

– Cutting-edge environmental technology
– Natural ressources (like pineapple leaves – Piñatex®)
– Innovative closed-loop process (like TENCEL™ Lyocell)

Tencel™
Feels so right

TENCEL™ - innovative process that turns sustainable forested wood pulp into fibres in a water and energy efficient process

LENZING™ EcoVero™

ECOVERO™ – viscose fibres made from sustainable wood and wood pulp

Key sustainable categories

All HOMME denim, trousers, shirts and tees are made from **more sustainable fabrics**.

MADE WITH
ORGANIC COTTON

JEANS

We proudly introduce our new
all-organic cotton jeans collection.

–   All jeans are 100% organic cotton
–   Organic cotton free from hazardous chemicals
–   100% GMO free

TAILORING

A challenging category
due to fabric construction.
But we did it.

– 1/4 of all tailoring is made from more
  sustainable materials
– Sustainable fabric and lining

MADE WITH
RECYCLED WOOL

OUTERWEAR

Much of this season's outerwear is made from more sustainable fibres.

– Recycled wool
– Recycled polyester
– THERMORE™ ECODOWN: recycled PET bottles and 100% animal-free
– THERMORE™ THERMOSOFT: recycled fibres

SELECTED Lab Pioneered Product

100% **SUSTAINABLE**
COLLECTION

We're very excited to i

100% sustainable coll

state-of-the-art sustaina

has been thought of fro

trims and wash down to

the thread. It's all crafte

sustainable fibres.

Raising the bar for sustainability
100% sustainable from fabric to thread
Vegan jeans (no leather badge)
Recycling reduces water consumption and

ntroduce our first

ection. This is

ability. Every factor

m the fabric, lining,

the buttons and even

ed from more

CO$_2$ emissions

OUTERWEAR
Recycled wool,
recycled polyester and
natural corozo buttons

TAILORING
Organic cotton
and wool

SWEAT & TEE
Recycled cotton
and ECOTEC™ cotton

WOVEN & SHIRTS
Organic cotton
and TENCEL™ Lyocell

KNIT
100% recycled wool
and organic cotton

Footwear collection

MADE WITH
PINATEX

PIÑATEX®

This season, we present a new Piñatex® Chelsea boot. Piñatex® is a natural textile made from pineapple leaf fibres.

- Piñatex® upper
- Natural crepe outsole derived from trees (fully recyclable)
- Strong, breathable, light and flexible material
- A unique look
- No additional land, water or chemicals required to produce the raw material

To sum it up

We continue to make each collection more sustainable than the last one. We're particularly proud of achievements in outerwear, tailoring and denim. With SELECTED Lab we set a statement and raise the bar for sustainability. In line with our pledge to become as sustainable as possible as soon as possible, sustainability is no trend for us. It has transformed into a core value for our brand.

SELECTED is part of Fashion FWD.

Fashion FWD is BESTSELLER's ambitious strategy central to its way of doing business. BESTSELLER wants to do its part to transform the fashion industry for a sustainable reality. It's the right thing to do and it also makes good business sense.

RESPONSIBLY**CRAFTED**
SELECTED.COM