

CAMELUXE®

Exclusive Upcycled Insulation

Pursuing a fully sustainable lifestyle is not always easy and more eco friendly clothing options than those proposed by the fast fashion industry are becoming more necessary than ever.

This can be achieved with a production cycle based on a Circular Economy model and upcycling is a big step forward in this direction.

Upcycling is a neologism that keeps together two concepts that not always go hand-in-hand: first, the idea of recycling; and, second, the idea of improvement and quality (even though you are using discarded materials), thus the prefix “up”.

In a Circular Economy the aim is to create less waste by making the most out of every possible material and fabric involved in the production process. In our case, recovered scraps of camelhair fabrics are Upcycled from the production of coats (and not only) in order to create a warm insulation. This pad is capable of maintaining the same properties of virgin materials, without requiring additional consumption. Our particular form of insulation is named CAMELUXE®.

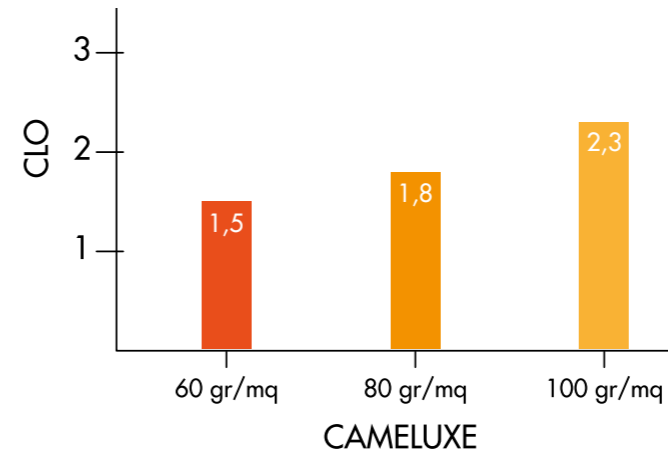
CAMELUXE® is created in three steps; firstly, recovered materials are gathered and sorted in Northern Italy; secondly, they are transformed through a mechanic process into very fine fibres; lastly, the fibres are blended with recycled polyester, creating a high performing insulating mix, ready to be processed to create the pad. This process, whose patent was filed, allowed us to create a product highly resilient, features extraordinary tensile and strength qualities and with consistent insulating capacity.

Made through a process that is less impactful in terms of energy consumption, waste production, water usage, CO2 emissions, CAMELUXE® is a new frontier for ecologically-responsible fashion, giving new purpose to otherwise discarded precious materials.

This project is carried forward under the aegis of the Global Recycling Standard, a certification promoted by Textile Exchange, an established non-profit institution, that for over 15 years has been supporting responsible and sustainable product development in the textile industry.

Circular Economy: with CAMELUXE® we close the loop

Ultra-Fine Insulating Technology
Made in Italy From the Existing
Powered by Imbotex Lab Srl



Made with 100% of recycled Fibers
Certified by ICEA
GRS 2019-031



Upcycling



Moisture management



Breathable



Lightweight



Thermal regulation



Eco friendly

PATENT PENDING