

MEDIA RELEASE

Aarburg, 13. July 2020

Ocean Meadows: The new Zimmerli Spring/Summer Collection 2021 brings sustainability to life

Zimmerli of Switzerland convinces with a fresh look and sustainable action. The spring/summer collection 2021 dives into wonderful sea gardens and is a homage to underwater nature. The collection captivates with its iridescent surfaces, flowing shapes and unlimited creativity thanks to «Mix & Match» possibilities.

«The «Ocean Meadows» collection lays the foundation for the new Zimmerli look and feel. It emphasizes our commitment to sustainability», says Dr. Janos Heé, CEO Zimmerli of Switzerland. «Our reinterpretation of luxury includes the consequently fair and sustainable production of underwear, pyjamas and loungewear made of high-quality materials for a comfortable feeling on the skin.» The fabrics for the collection are sourced from local suppliers who are strictly certified according to ecological and social practices. More than 80% of value added is generated in Switzerland.

A homage to underwater nature

Thus the untouched beauty of nature, worthy of protection, becomes a source of inspiration for Zimmerli of Switzerland's spring/summer collection 2021. The ocean with its fascinating, unique versatility is magnificently reflected in the iridescent surfaces and flowing forms of embroideryies, laces and prints. Inspired by the diverse sea life, jellyfish, water plants and corals can be discovered. The colours range from warm, summery pastel shades and ocean blue, to subtle, noble, deep hues and a seductive «Summer Red». The print designs combine floral and ocean images - which for the first time also adorn the Pureness line for men.

«Mix & Match» for unlimited creativity



Another novelty is that all qualities can be combined with one another and thus individual looks can be created. «Mix & Match» has become the central claim in the design and development process. «This opens up completely new, creative possibilities for our customers. Not only the seasonal pieces can be freely combined with each other but also our timeless Zimmerli Essentials», explains Laetitia Wollschlegel, Head of Product Management at Zimmerli of Switzerland.

Zimmerli of Switzerland is looking forward to receiving orders until mid-September 2020. The delivery window starts in mid-January 2021.

About Zimmerli of Switzerland:

The world's finest underwear – that is what Zimmerli of Switzerland guarantees. Guided by the principle that everything we wear against our skin must meet the highest standards, Zimmerli makes no compromises when it comes to sustainable production and processing. Since 1871, we have dedicated ourselves to producing handmade lingerie, knitwear and woven goods using only the highest quality natural fibres and Swiss craftsmanship.

For more informationen:

Renzo Sigrist, Chief Marketing Officer

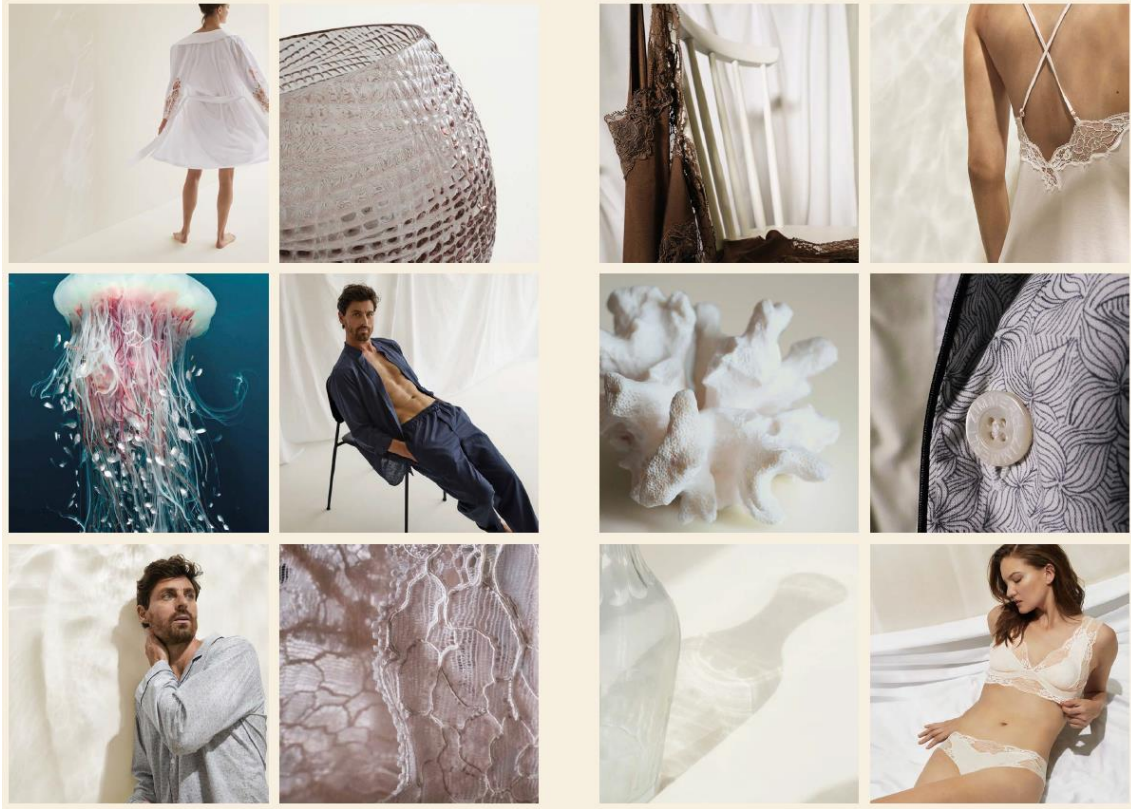
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Zimmerli of Switzerland

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Mood board Spring/Summer Collection 2021 «Ocean Meadows»:



Swiss craftsmanship in Mendrisio, Switzerland:



Gents Spring/Summer Collection 2021:

PURENESS 95% MicroModal / 5% Elastane

Pure cuts and shapes for every and any day. The beechwood cellulose is processed into silky smooth MicroModal which softlycaresses the body. Furthermore, it owns a moisture-wicking property, the lycra content gives it maximum elasticity.

PURENESS PRINT 95% MicroModal / 5% Elastane

The inspiration for the print comes from corals and is interpreted in two different color-ways. The prints can be combined with Pureness solid tops.



SUSTAINABLE LUXURY 100% Lyocell

The drape and shine of lyocell translates into polished shapes and high-grade looks.



PIQUÉ LOUNGE 96% Cotton / 4% Elastane

A sporty lounge look is made with refined micro piqué quality that is comfortable to wear.

PURENESS PRINT 95% MicroModal / 5% Elastane

The inspiration for the print comes from corals and is interpreted in two different color-ways. The prints can be combined with Pureness solid tops.

MODERN LOUNGE 50% Cotton / 50% MicroModal

Modern, comfortable hoody jacket in casual look. Styles are influenced by cotton-modal blend fabric, making them roomy and airy, a perfect choice for loungewear.



LUXURY JACQUARD 100% Cotton

Sophisticated look for Zimmerli's customers. This small geometric pattern is offered in two-color-ways, and two-tone color effect.



SUPREME GREEN COTTON 100% Cotton

Contemporary look for easy separates mix-and-match possibilities. Supreme Green Cotton derives from a non GMO seed and it is cultivated via strictly regulated and sustainable practices.



SUSTAINABLE LUXURY 100% Lyocell & MICRO PIQUÉ COTTON 100%

Cotton

Urban pinstripes are offered for the bottom separates and they can be combined with two tone micro piqué FILOSCOZIA cotton T-shirts.

COTTON VOILE 100% Cotton

Classical look in delicately outlined floral print pattern. There are two color-ways in airy cotton voile quality.



FILOSCOZIA STRIPES 100% Cotton

Casual and young pyjama look in summery hues, designed with ocean and sand color combinations. Subtle tonal stripes for tops and solid colors for bottoms.

FILOSCOZIA COTTON 100% Cotton & COTTON SATEEN PRINT 100%

Cotton

Solid color T-shirt and pant in multicolor print. Aquatic leaves are taken for the print inspiration and they were placed in geometric background for a masculine touch. Perfect separates for an easy mix and match.



LINEN COTTON 55% Linen / 45% Cotton

Multi-faceted leisure-time range for summer, in casual/cool look. This linen cotton blend quality has a subtle shimmer finish on the face of the fabric. It is soft, absorbent and cools the skin.

SEA ISLAND COTTON 100% Sea Island Cotton

Touch of Sea Island cotton is unmatched and features an incomparably smooth texture. Timeless and sophisticated look for typical Zimmerli customer.



LUXURY SWISS VOILE 100% Cotton

Classic look in shiny, tonal stripes of smooth and light material. Button front pyjama features a chest pocket with «Z» embroidery and contrast color piping detail.

FIL À FIL COTTON 100% Cotton

End-on-end closely woven, plain weave where light and dark threads of warp and weft alternate and create two tone heathery effects. We offer two color combos taupe and aqua, both are mixed with white threads.

Ladies Spring/Summer Collection 2021:

SENSUAL FASHION 77% MicroModal / 13% Silk / 10% Elastane

This light and airy look is opulently adorned with Leavers stretch lace. The unique lace application to each style makes this group an eye catcher.





SENSUAL FASHION 77% MicroModal / 13% Silk / 10% Elastane

The Boudoir look is feminine and seductive. It offers many highlights such as the kimono robe, and open back spaghetti night gown.



SUSTAINABLE LUXURY 100% Lyocell

Natural fall and sheen of lyocell allows for beautifully draped styles. Feminine looks are embellished with delicate floral tulle embroidery.



MAUDE PRIVÉ 100% Cotton

Seamless Ajouré Rib is decorated with a combination of tulle and guipure embroidery. The images relate back to the theme of the collection and project jelly fish shapes.

COTTON SATEEN PRINT 100% Cotton

Underwater blurry floral effects for this season's print, connecting to the season's theme, come in two color combinations for mix and match possibilities.



SEA ISLAND COTTON 100% Sea Island Cotton

Fresh and modern cuts made of the most exclusive cotton in the world. The Guipure embroidered motif is a fusion between coral world and ocean florals.

SEAMLESS COTTON RIB 100% Cotton

Light and summery lingerie range with attractive tulle embroidery. The soft cotton rib fabric provides natural wearing comfort for all silhouettes.



PURENESS 95% MicroModal / 5% Elastane

Loungy looks for inside and outside spiced with modern details. An example is a crossover top, pant with pleats, lounge dress with large pockets and so on.



LUXURY SWISS VOILE 100% Cotton

Classic look in shiny, tonal stripes of smooth and light material. It features tailored details, such as contrast color piping, round slits at cuffs and leg openings.