



Material

We are convinced that we can rely on renewable and sustainable raw materials.
- we love it natural.

Organic cotton

Our organic cotton comes from controlled organic cultivation (kbA), is fair-trade, sustainable and environmentally friendly. The GOTS certified organic cotton used comes mainly from Turkey and the seeds are not genetically modified. It is hand-picked and not harvested with defoliants. Cotton has only short ways for further processing to yarns and fabrics. The light cotton fabrics are mainly processed in our summer collections and in the transition fabrics.

Organic wool

Our high-quality organic Merino wool keeps you warm on cold days and balances the temperature. Wool is dirt and sweat repellent as well as antistatic. We exclusively use mulesing- and chlorine-free wool from controlled organic animal husbandry (kbT) in Patagonia/Argentina. No mulesing* is permitted for our hand shorn wool and is not necessary in South America due to the rather cool climate.



The production of our PURE PURE articles takes place at selected producers in Lithuania, Poland and Italy. Therefore, we guarantee that our production is voluntary, safe, social & fair, humane and not child labour according to the social criteria of GOTS (www.global-standard.org).

Since 2013 we are GOTS certified (CERES-068) and member of IVN (International Association of Natural Textiles).

* "Mulesing" is a practice of removing the skin around the tail of sheep - without any painkillers. The aim is to prevent fly maggots from infecting the skin.





PURE PURE summer-materials:

Woven fabrics such as poplin monochrome or with print, gauze, Vichy checks, light denim are certified from 100% organic cotton kbA, GOTS organic.

Airy light woven qualities are very important in summer and therefore our bestsellers. Raw materials and end products are GOTS Organic certified. The seeds are not genetically engineered, the organic cotton kbA comes from Turkey and is hand-picked without the use of chemical defoliants. Fibres are spun in Turkey, are unbleached and not optically brightened. Dyeing with synthetic dyes (reactive dyes), formaldehyde-free, not containing heavy metals. All dyestuffs are free of prohibited amines. Digital printing takes place in Turkey.

Jersey with print, stripes or plain from 97% organic cotton kbA with 3% lycra / elastane; GOTS made with organic certified.

The seeds are not genetically modified, the organic cotton kbA comes from Turkey and is hand-picked without the use of chemical defoliants. Fibres are spun in Turkey, are unbleached and not optically brightened. Dyeing with synthetic dyes (reactive dyes), formaldehyde-free, not containing heavy metals. All dyestuffs are free of prohibited amines. The print is a pigment or digital print.

Woven fabrics Linen from 100% linen, monochrome or with stripes.

Slightly cooling, falls beautifully and flatters the skin with super UV protection. The fibres come from Turkey or Lithuania (partly China). Woven in Italy or Turkey, unbleached, not optically brightened. Dyed with synthetic dyes (reactive dyes), formaldehyde-free, not containing heavy metals. Dyestuffs are free of prohibited amines.

Straw / raffia: 100% straw - natural fibre.

Old proven renewable raw material, pressed into shape with steam & pressure. Mostly natural coloured and with cotton inner tape. Manufactured in traditional small craft businesses in Italy.





PURE PURE winter-materials:

Fleece wool, supersoft & warm from 100% merino wool, controlled organic animal husbandry (WV kbT), GOTS organic certified.

Best, soft & warm quality, whose wool is shorn by hand and not treated with pesticides. Wool comes from Patagonia Argentina, the yarn is spun and finished in Germany. Knitted and mechanically finished in Germany and France, i.e. only roughening and shearing.

Fine knit from 100% merino wool controlled organic animal husbandry (WV kbT) and & Fine rib from 70/85% merino wool controlled organic animal husbandry (WV kbT) with 30/15% silk (SE), GOTS made with organic certified.

Light & warm quality, whose wool is shorn by hand, not treated with pesticides. Wool from Patagonia Argentina, silk from China is spun in Germany to yarn, knitted & mechanically finished.

Walk (Lana Cotta) made of 80 % virgin wool (WV) with 20 % cotton kbA (CO kbA).

Robust walk whose wool is shorn by hand, not treated with pesticides. Wool is carded / knitted in Italy, mechanically equipped with walking soap.

Teddy plush, fleece, nicky made from 100% organic cotton kbA (CO kba), GOTS organic certified & Jersey fine rib from 97% cotton kbA (CO kbA) with 3% lycra, GOTS organic certified.

Soft and partly fluffy surface whose cotton comes from Turkey, seeds are not genetically treated, hand-picked without chemical defoliants. Fibres are spun in Turkey, are unbleached and not optically brightened. Knitting & finishing in Turkey, without softener and only mechanically finished.

Knitted fabric from 55% merino wool kbT (WV kbT) 23% silk (SE) 22% cotton kbA (CO kbA), GOTS made with organic certified.

Our exclusive & super soft yarn blend is with extra fine Merino wool from controlled organic animal husbandry (Patagonia Argentina), cotton from controlled organic cultivation in India and silk from China. Fibres are spun, dyed and finished in Germany.

Knit from 90% merino wool (WV) 10% cashmere (WS).

Supersoft & light extra fine merino wool from Australia and silk from China. Fibres are spun, dyed and finished in Italy.

Knit from 55% baby alpaca (WP) 10% wool (WO) 35% cotton (BW).

Supersoft & fluffy yarn, whose wool comes from Peru, cotton comes from Egypt. Fibres are spun, dyed and finished in Italy.

Knit gloves made of 100% merino wool (WV) & knit walk made of 100% virgin wool (WV).

Best workmanship, roughened inside, wool from Australia. Fibres are spun into yarn, finished and dyed in Italy. Leather edging chrome-free.





Care advice

Please handle all our products with care.

Material	Pflegehinweis
100% Merinowolle kbT / org. merino wool	<p>Wollwaschgang, feucht in Form ziehen, liegend trocknen / gentle wool wash, reshape whilst damp, dry flat</p>
80% Schurwolle, 20% Baumwolle kbA / 80% virgin cotton, 20% org. cotton	<p>Wollwaschgang, feucht in Form ziehen, liegend trocknen / gentle wool wash, reshape whilst damp, dry flat</p>
55% Merinowolle kbT, 22% Baumwolle kbA, 23% Seide / 55% org. merino wool, 22% org. cotton, 23% silk oder / or 70/85% Merinowolle kbT, 30/15% Seide / 70/85% merino wool, 30/15% silk	<p>Wollwaschgang, feucht in Form ziehen, liegend trocknen / gentle wool wash, reshape whilst damp, dry flat</p>
100% Baumwolle kbA / 100% org. cotton	<p>Schonwäsche, feucht in Form ziehen / gentle wash, reshape whilst damp</p>
97% Baumwolle kbA, 3% Elasthan / 97% organic cotton, 3% Elastane	<p>Schonwäsche, feucht in Form ziehen / gentle wash, reshape whilst damp</p>
100% Leinen / 100% Linen	<p>Schonwäsche, feucht in Form ziehen / gentle wash, reshape whilst damp</p>
100% Stroh / 100% straw	

Please always follow our care instructions on the product labels.

