

kowtow

SWIM 2019

Media Release

3rd September 2018

To celebrate Summer, Kowtow launches their first collection of sustainable swimwear. Keeping in line with the label's sustainability values, each piece is made from ECONYL[®], a regenerated nylon manufactured in Italy. ECONYL[®] consists of pre and post-consumer nylon waste material including fishing nets, discarded carpets, plastic components and fabrics scraps. Kowtow swimwear has recycled 120kg of discarded nylon, to make durable, breathable and environmentally friendly swimwear.

Since 2013, ECONYL[®] have worked with Healthy Seas to remove 160 tons of fishing nets from the world's oceans and turned them into yarn. ECONYL[®] is produced within a closed loop, which means it can be recycled infinitely without loss of quality. With this first collection of sustainable swimwear, Kowtow continues working toward circularity and will offer a take back programme to repurpose the swimwear at the end of its life.

"We are always researching opportunities to introduce new products without compromising on our values. Working with an innovative technology to make beautiful and sustainable swimwear has been a new and exciting challenge for us. We're proud of what we've made and we're looking forward to sharing it with the world." - Gosia Piatek, Kowtow Creative Director

Drawing upon geometric shapes to form six feminine and inclusive styles, the collection consists of two one-piece suits and four separate styles for mix and match bikini sets in Marigold, Sienna, Ivy & Midnight.

To accompany Kowtow swimwear, the label has collaborated with Australian watercolour artist and textile designer, Lauren Cassar of Mirador. Cassar's abstract hand painted prints feature on two organic cotton t-shirts and a sarong.

Available online at us.kowtowclothing.com and in stores early February 2019.

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