

Zephyr Berlin

Press Release

ZEPHYR BERLIN KICKSTARTS PANTS THAT TRAVEL WELL AND ARE BUILT TO LAST—50% FUNDED IN FIRST 24 HOURS

Berlin, Germany—September 15, 2016. Zephyr Berlin announces its Kickstarter campaign to raise €10,000 to produce high-performance pants for women and men. The pants will be handcrafted for fair wages in Berlin using sustainability-certified technical fabric. Within 24 hours, it had reached 50% of its funding goal.

The pants come in two styles—one for women, one for men. The fabric is water and dirt repellent, wrinkle-free and breathable. It is also bluesign certified, acknowledging its environmental safety and sustainability in textile production. The pants are tailored in a classic European tradition and available in black.

The Kickstarter campaign began September 14, 2016 with a kickoff party in Berlin, where visitors tried on the pants and saw how they're made. When the campaign ends in October, a local seamstress will produce the pants, and early orders will be received by Christmas. The pants are available for as low as €149 and after the campaign will retail at €220.

"We dreamed about clothing that is adaptable, built to last, and looks amazing no matter where you go—whether in the city or on the road. However, we couldn't find what we were looking for. So, we set out to make them ourselves," explains Peter Bihl, co-founder of Zephyr Berlin and digital strategist.

"Zephyr Berlin offers women's and men's styles that can be worn nearly everywhere. Combine with dress shoes, and you'll feel stylish and confident. Our pants are designed in the European tradition with a classic look in black that flatters many body types," reports Cecilia Palmer, co-founder of Zephyr Berlin and a fashion designer who's worked in sustainable fashion for the last ten years.



“Our pants are ethically made and made to last. The fabric follows the strictest standard in sustainable textile production, and they are made for fair wages in Berlin. It’s important to us to be intentional about what we wear everyday,” adds Michelle Thorne, co-founder of Zephyr Berlin and internet activist.

To the best of the Zephyr Berlin’s knowledge, this project is the first of its kind from Berlin.

About Zephyr Berlin

Zephyr Berlin was formed to make the pair of pants we've always wanted and to share them with others.

Cecilia Palmer is a fashion designer who’s worked in sustainable fashion for over 10 years. She loves to think about how to create clothing that is functional while letting you play with your style. Michelle Thorne is an internet activist who wants to own less by having just a few beautiful things that are adaptable and built to last. Peter Bihr is a digital strategist who travels a lot for work and wants clothes he can rely on.

zephyrberlin.com

kickstarter.com/projects/zephyrberlin/zephyr-berlin-pants-that-travel-well-and-are-built

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Photos

https://dl.dropboxusercontent.com/u/28032466/zephyrberlin_mediaphotos_hi-res.zip

