

## Synthetic alternative to real down feathers from Thermore

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"Nothing is too good for ordinary people", was the mantra coined by the architect Berthold Lubetkin in the 30s, and was his manifesto for the positive effect of good design for everyone.

Today it still resonates and is a vision that fits perfectly with the driving principles behind Thermore's creative and proactive product innovation.

With over 40 years experience, Thermore stays ahead of the curve in terms of making performance insulation materials for fashion and outdoor. Now, after its first pre-launch for summer season, it presents the latest innovation, Thermore ARIA, a perfect technical synthetic alternative to real down feathers.

The Italian word ARIA, when translated to English, simply means "air". It perfectly describes this new insulation which is 98% air by volume, ultra-light, soft and a super efficient high-loft insulator, and importantly, Thermore ARIA perfectly mimics the look of down when quilted with appropriately matched fabrics to the three selected weights of fill; 60, 115 and 170gsm.

Lighter than ever on the consumer and the environment, and on your pocket! The potential savings can be as much as 80% when compared to a traditional down filled garment. ARIA offers a superb alternative to down in every regard: appearance, health concerns, cost, consistency, availability and outstanding performance.

ARIA also offers peace of mind. It is hypoallergenic and does not contain any dangerous chemicals making it a very safe and humane alternative to using animal products for quilted outerwear.

ARIA comes to the market at a time when Thermore reprises their prescient slogan from the 80s - 'Search inside, discover Thermore'. A simple, direct statement that invites you to look beyond the changing face of fashion, and engage with the essential needs of a piece of clothing; to look great, while providing comfort, ease of movement and the perfect function when you need it. ARIA is the most avant-garde product to be found 'inside', and is the latest in a line of hi-tech products, each designed for a specific function and appeal.

ARIA is the latest product from a heritage line that stretches back to 1972 when Thermore began producing high-tech products each designed for a specific application and need.

These include RINNOVA, made from 100% post consumer recycled (PCR) polyester fibres, and CLASSIC, that uses a technical blend of 50% PCR fibres, and PRO, a unique, fully water repellent fill that is also 50% PCR in blend, designed specifically for high performance outdoor wear. In all products, issues related to fiber migration are non-existent due to a proprietary finishing process that preserves the long term quality, appearance and performance of every garment.

All these innovations bring Thermore to the forefront in the development of high performance components with a strong focus on sustainability, evidenced also by their commitment to exclude all PFOA and PFOS chemicals from all of their products, as recommended by Greenpeace, and in spite of an as yet no outright industry ban.

Thermore is dedicated to innovation and is using its experience to anticipate market demand with new products such as ARIA that are perfectly designed for purpose. ARIA straddles the seasons with an almost impalpable touch, yet still offers a full winter thermal performance.

