

## **As Light As Air**

### **Innovations from Thermore - Designed to be Better than Ever**

“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. 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 palpable touch, yet still offers a full winter thermal performance.

**To see and experience Thermore's range visit them soon in;**

Munich Fabric Start, 3rd – 5th September 2013. Stand no D107 (Asia Salon)

Milano Unica, Milan, 10th – 12th September 2013. Stand no B08-10 - Hall 2

Modamont, Paris, 17th – 19th September 2013. Stand no F15

**Thermore**

Performance designed.

Value delivered

Values Respected

**About Thermore.**

*Thermore was founded in 1972 in Milan and is a worldwide leader in the research, production and marketing of thermal insulation for apparel and sleeping bags with operations in Europe, USA and Asia including production facilities in Thailand and offices in Hong Kong. The global presence of the Thermore Group makes it possible for international clients to benefit from its market leading experience at a convenient and cost effective price point.*

*Thermore's current product range includes Classic, Ecodown®, Rinnova, Pro, and now ARIA.*

*Thermore is a member of the Italian Outdoor Group ([www.italianoutdoorgroup.it](http://www.italianoutdoorgroup.it)), Outdoor Industry Association ([www.outdoorindustry.org](http://www.outdoorindustry.org)), SnowSports Industries America ([www.snowsports.org](http://www.snowsports.org)) and of the Camera Nazionale della Moda Italiana ([www.cameramoda.it](http://www.cameramoda.it)). Thermore® is a registered trademark of Fi.Si. Fibre Sintetiche spa.*

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