

LOEWE TAKES LUXURY TO THE GREAT OUTDOORS

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11 : 01 : 2019 Luxury : Fashion : Culture



Eye/LOEWE/Nature

Watch this video at <https://www.lsnglobal.com/news/article/23437/loewe-takes-luxury-to-the-great-outdoors>

Spain – The luxury **brand** has launched a permanent sustainability-focused clothing and accessories collection that uses recycled materials and offsets plastic waste.

Eye/LOEWE/Nature – a play on ‘I love nature’ – features parkas constructed with technical, water-repellent materials and sweaters made from partly recycled cotton fibres. The range, which also includes re-usable water bottles and backpacks, is designed for outdoor wear, with new pieces added each season.

A dedicated logo featuring an eye symbol will be used on certain garments and as an internal motif within the company to highlight the start of its sustainability journey. Jonathan Anderson, creative director for the brand, **describes** Eye/LOEWE/Nature as ‘a laboratory for the rest of the brand to explore more sustainable practices’.

Following in the footsteps of **Net-A-Porter**'s collaboration with **Corona** and Parley for the Oceans, Loewe will donate a percentage of profits from the collection to help fight plastic pollution.