



## Save the Future

Ovium Wear

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### OviumWear – The EcoMiracle

*A product that relies heavily on plastic cannot be sustainable.*

Many outdoor companies want to produce sustainable products, but still use synthetic materials: upper fabrics made of synthetic fibres; a compromise the companies make to ensure the functionality of their outerwear.

Our “OviumVest” offers a completely new approach – going back to natural materials but using modern technologies to obtain the best functional design characteristics. The combination of our sophisticated upper fabric and a wool filling creates a vest: long lasting and unique in its functionality. The cool colour and stylish but timeless design make the vest a must-have for young, fashionable men, who care about the well-being of our planet and want to be well dressed at all times. At the same time a children’s version, the model “Mika”, underlines the sustainable strategy: being the first to offer a completely natural product for everyone...to communicate the appeal to optimize the circle: emphasizing the benefit of the circular economy model in the premium market.

The quilted vest is supplemented by a carefully worked out marketing concept, which is aligned with the Corporate Identity of a start-up enterprise in Germany creating products “Made in Europe”. A making-of film and other tools demonstrate our work and sustainable statement: traditional and exclusively natural materials together with state of the art technology create new, sustainable solutions.



#### Coach:

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#### Supported by:

Freudenberg Performance Materials  
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