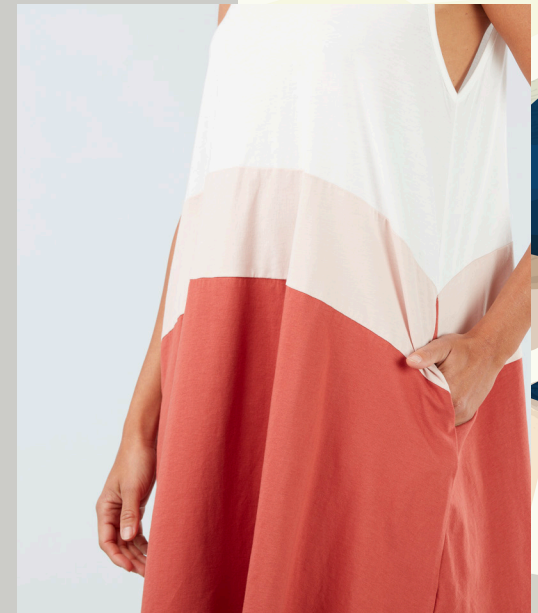




ORGANIC APPAREL

COMMUNITY
OUTDOOR URBANITES
VERSALITY
COMMUNITY
SUSTAINABILITY
STYLE





ORGANIC APPAREL

ECO-FRIENDLY LIFESTYLE RANGE INSPIRED BY NATURE AND WILDERNESS



In between winter seasons, the brand's initial target market, Picture continues to grow and expand its offering for summer outdoor sports, with a full range of eco-designed products.

The Organic Apparel line is an eco-friendly lifestyle range inspired by nature and wilderness, offering style and comfort everyday for an adventurous and outdoor lifestyle.

#STYLE & COMFORT

Once again, for this new SS21 season, style, comfort and originality highlighted. The creative DNA of the brand is clearly visible thanks to the arrival of new prints and new colours.

#ACTION OUTDOOR LIFESTYLE

This line draws its inspiration from nature, for a « great outdoor » look and to feel ready for any wilderness or urban escape. This line is designed to offer a complete look from head to toe. All the products are made for outdoor praticioners & outdoor urbanites (outdoor lovers but living in the city).





ORGANIC APPAREL

ECO-FRIENDLY LIFESTYLE RANGE INSPIRED BY NATURE AND WILDERNESS



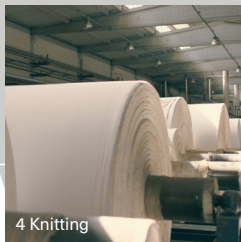
1 Organic cotton flower



2 Ginning



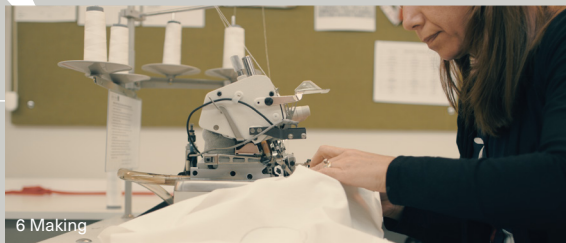
3 Spinning



4 Knitting



5 Dyeing



6 Making



ORGANIC COTTON BENEFITS

COTON BIOLOGIQUE
BENEFICES:

C02 - **46%**

C02 FOOTPRINT
IMPACT CARBONE

WATER - **91%**

WATER CONSUMPTION
CONSUMMATION D'EAU

#ECO-ENGINEERED

The entire line is made from organic cotton (GOTS & Organic Blended Content Standard certified) and products are made in factories members of the Fair Wear Foundation. 84% of the cotton used by Picture is organic (this reduces the CO2 emissions of the brand from 46%).

Recovery fabrics : When not available in recycled or organic versions, Picture partners with its factories to use fabric waste for various clothes or linings.

ORGANIC COTTON

Super short supply chain from organic cotton fields to the final product : 150km

Certified suppliers

No chemical fertilizers

No pesticides

No solvents in the dyeing

Water-based inks





ORGANIC APPAREL

ECO-FRIENDLY LIFESTYLE RANGE INSPIRED BY NATURE AND WILDERNESS



FOREST

WOOD

PULP

FIBER

YARN

FABRIC



Feels so right

TENCEL™ fibers help maintain environmental balance by being integrated into nature's cycle



KEY BENEFITS



Gentle on skin



Moisture management



Enhanced breathability



Botanic origin



Color retention



Unfavorable for bacterial growth

#ÉCO-INGÉNIERIE

Tencel : Fibers that help to maintain environmental balance by being integrated into nature's cycle. The fibers originate from the renewable raw material wood (FSC certified), created by photosynthesis. The certified biobased fibers are manufactured using an environmentally responsible production process. The fibers are certified as compostable and biodegradable.





ORGANIC APPAREL

KEY SILHOUETTE



MSW25 HAMILTON ZIP
HOODIE B.DARK BLUE
MELANGE



MTS792 MARKET D&S TEE
A.WHITE



MJS047 FEODOR A.
DARKBLUE



SB132 BEAVER CAP
B.DARKBLUE



MTS777 MATAIKONASS
SHIRT A.FOODING



MSH050 NOAS SHORTS
B.DARK BLUE



SB138_LINEBASEBALL-
CAP_CDARKBLUE_F.jpg



ACC99 HAMPTON BOTTLE
E.FOODING





ORGANIC APPAREL

KEY SILHOUETTE



MVT322 SMEETH JKT
B.REDWOOD



MTS685 YUKON TEE
C.WHITE



MTS689 ANGLET TEE
A.LIGHT GREY MELANGE



SB158 FARO 5P
CAP C.CASTEL



MSH051 ALDOS SHORTS
B.GREY MELANGE



MJS053 EPSILONS PT
B.REDWOOD



MTS775 ALBANSLS SHIRT
A.GREY





ORGANIC APPAREL

KEY SILHOUETTE



MTS801 MELTED TEE
A.WHITE



MVT321 GERALD JKT
C. HYDROBLUE



MTS684 PACKER TEE
A.WHITE



SB141 KULDO TRUCKER
CAP A.WHITE



MSH050 NOAS SHORTS
D.GREY MELANGE



SB138 LINE BASEBALL
CAP A.BLACK



MJS051 FEODOR CHINO
D.HYDRO BLUE



MTS671 TAHUPO SHIRT
B.BEIGE





ORGANIC APPAREL

KEY SILHOUETTE



WVT208 AVANAS JKT
B.BLACK



WTS334 TILI TEE A.ARMY
GREEN



WVT207 GERALDEEN JKT
B.MILITARY



WJS008 SYL CHINO PANT
B.BLACK



WSW243 BLAYR CREW
B.GREY MELANGE



WJS008 SYL CHINO PANT
B.BLACK





ORGANIC APPAREL

KEY SILHOUETTE



WSH042 ANJEL CHINO
SHORTS E.BLACK



SB162 PALOMAS CAP
A.BLACK



WSW247 LALABY CREW
A.AQUABLU



WDR076 NOAMA DRESS
A. ANGELIQUE



WSG048 MATY ROMPER
A. ROSE BLUSH



WTS344 ILO TANK B.DARK
BLUE MELANGE



WSK051 MILOU SHORT
A. ROSE BLUSH

