



RIDE



PROTECT



SHARE

ECO-RESPONSIBLE APPAREL FOR THE ENVIRONMENTALLY-CONSCIOUS ADVENTURER.

« We created Picture Organic Clothing to inspire an eco-friendly lifestyle through our passion for outdoor sports. Designing and developing the products of tomorrow that play an active role in the fight against climate is our mission. »

Julien, Jeremy & Vincent

RIDE, PROTECT & SHARE.

These three words represent the essence of Picture Organic Clothing, the French action outdoor sports brand founded in 2008. Offering sustainable, ethical, and eco-responsible products from the very beginning, Picture, which will celebrate its twelfth birthday in December 2020, has taken a stand in the fight against climate change from the very beginning. Through a comprehensive approach to sustainability, the young brand continues to be committed to the cause at each and every stage in the lifecycle of its products.

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.

Today, the brand seriously questions the current way the outdoor market and the clothing industry do business. At present, the textile industry is responsible for 8% of the world's overall carbon emissions. Consumers have become much more aware of alternative ways to purchase, and pay much closer attention the level of responsibility a brand is willing to assume.

For Picture, limiting the impact of production by assessing each step in the supply chain and requiring the right corrective measures makes all the difference. Every product is made using recycled, organic, or bio-sourced materials. From the cotton fields to the factory where the products are made, by way of delivery through maritime shipping, every step in the manufacturing process has a sustainability goal.

As an innovative company, Picture not only wants to protect its own work environment, but also do its part to accelerate positive change by wiping out the use of fossil fuels. The brand constantly monitors growth and its impact on the environment, works to change conventional production models accordingly, and encourages responsible purchasing by the consumer. By limiting CO2 emissions as much as possible and by offsetting the rest, Pictures strives to slowly but surely reach the ambitious goal of becoming carbon neutral by 2025. Today, bio-sourcing is an integral component in the outerwear collection.

MVT324 ABSTRAL+ 2.5L JKT



WVT210 ABSTRAL+ 2.5L JKT W



www.picture-organic-clothing.com

