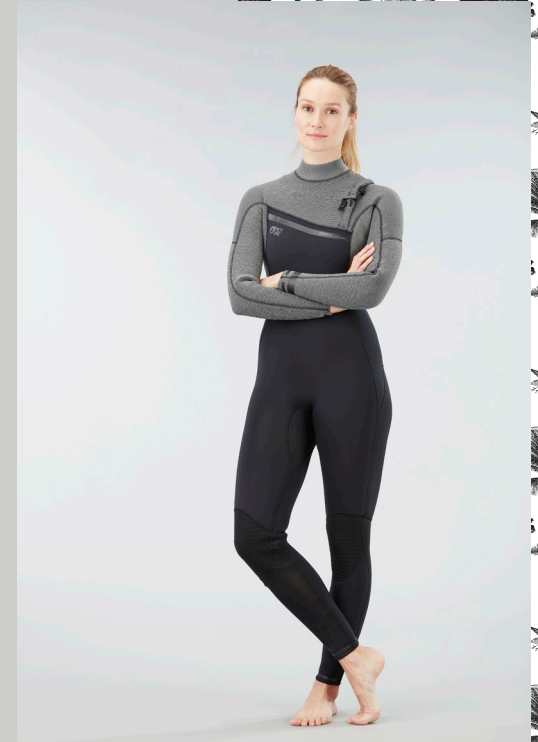


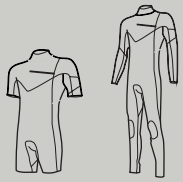


WATER LINE



PERFORMANCE
VERSALITY
FUNCTIONAL
SUSTAINABILITY





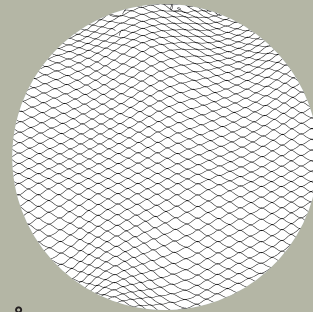
WATER LINE

AN ECO-FRIENDLY WATER RANGE FOR ENVIRONMENTALLY-CONSCIOUS SURFERS

EICOPRENE
SUSTAINABLE RESOURCES
NON ALLERGENIC : NON-USE



All carbon black made from recycled tires and limestone



Polyamide linings made from recycled fishing nets

AQUAGLUE[®]

eco-friendly water based aquaglu



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 Water line is made of technical, eco-engineered and functional wetsuits & boardshorts, offering performance, style and comfort all the season long. Picture's goal is to combine surfing and the adventurous spirit: seeking the perfect wave, looking to share the authenticity of travel, diving fully into nature's wonder. Picture designed a full range of wetsuits, boardshorts, swimwear and accessories for surfing. Since materials play a big role in a product's lifecycle, they have improved quality while reducing their environmental impact by opting for alternatives such as EicoPrene, Econyl (trademark) recycled polyester, and recycled nylon. They have also improved wetsuit and boardshort construction, ergonomics, and design to enhance performance and increase confidence in the water.

This season, Picture is coming up with a brand new range of swimwear and a new neoprene technology : Flexskin.

#ECO-ENGINEERED

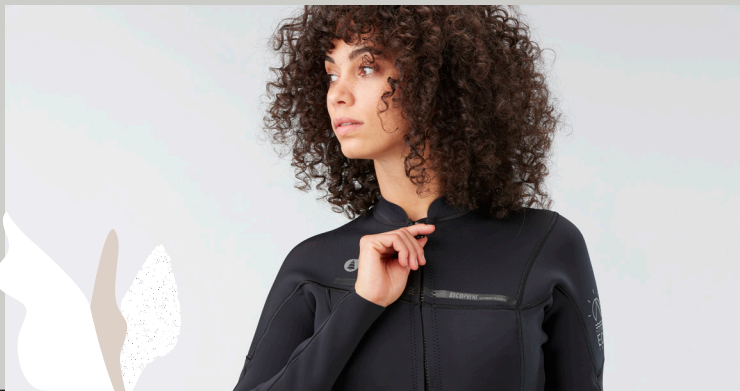
Eicoprene : the entire wetsuits line is made in Eicoprene. Eicoprene is a foam that takes on the shape and technical characteristics of conventional neoprene. However, there is nothing conventional about the origin of this foam. While neoprene comes directly from oil, Eicoprene is made from a mixture of limestone (70%) and recycled tires (30%). The goal? To show that solutions exist and that these so-called «alternative» materials tend to become the standard on the market, for a cleaner surfing practice.

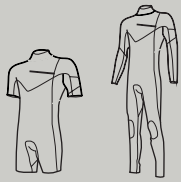
ECONYL[®]
ENDLESS POSSIBILITIES

Econyl : Picture has been using organic, recycled and bio-sourced products since the brand was created in 2009. They are now proud to use Econyl[®] 100% regenerated nylon fibers into VITA Fabric as another step forward into this commitment. Wiping out fossil fuels in every aspect of their business is their number one priority in the fight against climate change.

All product linings are made of polyamide and manufactured from recycled fishing nets. The glue «Aquaglu» is also environmentally friendly as made from water.

Black wetsuits are made from Dope Dyed Recycled Polyester





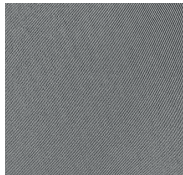
WATER LINE

AN ECO-FRIENDLY WATER RANGE FOR ENVIRONMENTALLY-CONSCIOUS SURFERS

#PERFORMANCE & COMFORT

New Flexskin technology : ultimate stretch for men and women. Flexskin is an eco-friendly and extremely stretch neoprene that allows full freedom of movement while surfing. It provides both comfort and resistance but is also highly flexible around the arms, shoulders and upper-body. Flexskin merges naturally with the body during ocean adventures. It provides a real second skin effect.

Flex Skin



4 WAY STRETCH



SECOND SKIN EFFECT



SUSTAINABLE FABRIC

#STYLE

Once again, for this new SS21 season, style and originality are the order of the day. The creative DNA of the brand is clearly visible thanks to the arrival of new prints and new colours. A solid black range (simple & clean) is also available for SS21.

