

Special technologies explained:

Tencel™ (senscommon aims to replace cotton use for all cotton-type products - almost all our product are made of Tencel™, even the socks)

In contrast to conventional cotton, Tencel™ (lyocell fiber) is produced with pulp **from sustainably grown eucalyptus trees** that grow with little water. As the eucalyptus tree's harvesting process **requires no pesticides, and no fertilizer**, Tencel™ products **require 20x less water** than growing cotton. An earth-friendly fiber that is added to the senscommon rotation not only as the most sustainable choice but also for its functional properties – it is silk-like (slippery) and it absorbs moisture very well (transports it away from the skin quickly), offering cooling effects while giving bacteria and odour no chance to hold. That also means more wear and less washing for your garments.

Tan-Through™ technology

Developed in Germany, this knitting technology lets UV rays through resulting in a seamless tan (no more tan-lines from the tshirt). Technically, a light color version of this fabric lets most UV rays through while protecting from burns). senscommon uses a Tencel™ version (60% Tencel™ 40% special polyester) - piqué knit that's very breathable and "cool on skin". We can say this is the most chemical-less, safe tanning there is :)

wool-fleece technology

A blend of virgin wool (80%) with the more versatile, lightweight and life-resistant polyamide (20%) that feels like fleece but has higher thermo-regulative powers than regular fleece from synthetics. The smart of wool is thermo-adaptation (think about sheep not changing their outfits during the year). We use it for the more elegant feel and look than synthetic fleece and for sustainability aspect.

activated charcoal (B338-CH t-shirts)

It is a centuries old technique of using charcoal (burnt wood) to **filter smell, bacteria and pollution** (of air & water). Most common use would be to put a charcoal piece in water, as a natural filtering technique. senscommon introduces everyday garments containing activated charcoal in their textiles. It results in a **self-cleansing fabric** that needs **less washing, extending your t-shirt's lifespan** potentially to 2x or more. How? It has to do with the huge amount of pores, little pockets of air that exist in activated charcoal, they actively remove smell, moisture, bacteria and environmental chemicals, all while we continue to go about your day. The technology used is permanent.

Amni® Soul Eco technology (all our technical pants)

While conventional synthetic fibers have a slower degradation process (most polyester will take 400y to degrade in nature), AMNI® Soul Eco fabric is made using an **enhanced polyamide** and manufactured in a way that it is easier and faster for bacteria (present in landfills) to digest. AMNI® Soul Eco **decomposes 10x faster** than other synthetic fabrics in the market today. For customers who worry the pants will "biodegrade in their closet" - AMNI® Soul Eco can exclusively biodegrade under landfill conditions, where there is no oxygen and where we can find this particular bacteria. Therefore, it will not deteriorate during standard usage. :)

Sequal® technology (senscommon bags)

Sequal® is a **recycled marine litter** fabric, from ocean plastics. Our bags use a rip-stop (reinforced grid-weave) version of this material.

SHORT TO SAY ABOUT SENSCOMMON

- _ functional layers instead of seasonal pieces
- _ never OVER-designed, but utility-focused timeless design
- _ fitting modern lifestyles (I research topics like jet-lag, clubbing, work from home and design around those needs)
- _ smart clothing for everyone, making innovation accessible

DESIGNER OPINION:

“Design can no longer be just an aesthetic practice as it results in producing new, physical things. So, what you don’t buy second-hand or digital has to really justify its reason for existence, have a purpose. Or it should not be made. Fashion is one of the most polluting industries and climate change drivers. But we also need to put something on our backs in a reality of unpredictable weather and more challenging lifestyles. We need clothes smart enough to cater to our needs.

01 Our needs are emotional, like the **wellbeing** when we are not irritated or frustrated by something we wear, when clothing seems to make you feel easy, relaxed. The touch and the emotional experience we have with what surrounds can basically act like medicine. Clothing can be caring, not just covering.

02 Our need is **to perform physically**, with garments working for you to better perform in day-to-day situations.

03 And our need is also in **acting responsibly** towards the environment and people on this planet.

BRAND VALUES

01 wellbeing

02 purpose

03 responsibility