



Sealand International

## PRESS RELEASE



Nature-inspired shapes, materials and colours set to dominate Fall Winter 2024/2025 collection of KEELING. Nature is paradoxical, at the same time fragile and strong, precious and ordinary, ephemeral and eternal, each element is unique.

KEELING is a harvesting of informal garment dyed ultimate rarities and springs natural emotions. The strength of our sportswear brand is to be able to combine innovative and functional design with continuous research on materials and dyeing techniques.

The brand does not betray its origins, the purity of the message is represented by a sophisticated selection of materials always consistent with the roots and with respect for natural resources.

Jackets, pants, sweatshirts, knitwear, vests, shorts, shirts and t-shirts are the undisputed protagonists of the collection. The garments are refined and comfortable, the regular fit is another well-known characteristic of the brand which draws inspiration from maritime and martial archetypes with the aim of gratifying the functional daily use of clothing built on clean and harmonious lines.

The colours are all derived from natural tones and expressed in five families: blue, grey, green, red, ecru. The logo, almost invisible, is positioned close to the hem of the jackets or near to the belt of the trousers. All the garment dyed items received their tone through the waterless technique and are produced in materials that are exclusively cotton jersey or knit and recycled cotton and stretch polyamide (nylon) fabrics.

The beauty of KEELING is the search for meanings and multiple functions of basically timeless garments made up of intrinsic value, comfort and long life. KEELING creates dynamic clothes, not hanging on the hanger in the wardrobe or placed on the chair at the foot of the bed in the evening, abandoned like a lifeless object. KEELING clothing is a behavioural expression of a really sustainable way of being to express fashion at its best.

Mother Nature knows best. The more people become aware of the impact of overconsumption on the environment and the effect of stress on our mental health, the more they will long to slow down and go back to basics. At KEELING the colours, materials and shapes reflect the inner desire to rethink life habits and reconnect with nature. KEELING's efforts for a sustainable manufacturing industry make us one of the most stimulating Ocean conservation players in the fashion business world. At KEELING, we put the Ocean at the heart of our mission. We bring together a group of individuals who are passionate about the Ocean to become our partners.