



24Bottles FW 2020/21

The Italian brand advocate for the fashion hydration industry, certified B Corporation, explores new territories with the Fall-Winter 2020/21 collection

Bologna, September 2020 – **24Bottles**, the sustainable design brand born in 2013 from the inspiration of Giovanni Randazzo and Matteo Melotti, is ready for a season of established artistic maturity, for the Fall-Winter 2020/21 collection.

Recently certified B Corporation, 24Bottles continues the study of new worlds without losing its marked Italian identity, adding an international look with a romantic flavour.

The new Fall-Winter 2020/21 collection was born from the study of new stylistic paths, identified in four reference themes: Global Heritage, Outdoor Romance, Organic Tech and Surrealist Expedition.

A design reinterpretation of McLuhan's "Global Village" finds its synthesis in the Global Heritage theme. Firmly anchored to local traditions revisited in a modern key, it betrays hints of inspiration from a universal culture.

To this theme are linked the Earth Collection - now populated with new colours, the Grand Collection - to continue our journey through the interior design world, and the Infuser Collection - which offers a new approach with an almost artisan flavour.

Outdoor Romance is the proposal of a new Romanticism, interpreted with strength and delicacy by the Floral Collection. Now renovated with new design and pattern additions, it intercepts all the shades of romance, from the darkest to the brightest, from the silent force of delicate floral formations and finely flowered meadows to breathtaking audacity of vibrant blooms and nature-inspired patterns, interspersed with metallic accents and contemporary details.

The stylistic research is clearly evident in the collections linked to the Organic Tech theme. Revealing an in-depth study of textures, features, techniques and shades, we combined a mix of disruptive and delicate sensations. The Textile Collection is an immersion in the world of fabrics, a legacy of distant cultures juxtaposed to desired contrasts, a melting pot of refined discontinuous continuity. Crossroads is an exclusive collection for Travel Tumbler, a hymn to architecture that becomes the plot of new ways of interpretation, while the Glam Collection confirms its timeless appeal.

The journey in the Surrealist Expedition theme is through a planet inhabited by intense, vibrant energies and shades stolen from our Mother Earth and the Universe. Not surprisingly, the colours of the Athleisure Collection bear names of planets and spatial atmospheres. At the same time, the patterns of the Expedition Collection suggest earthly paths, combined with unexpected textures.

News is also coming for the Basic and Chromatic collections, which find new life thanks to the Stone Finish, with a highly tactile and extremely resistant feeling. An intriguing texture, which will give even more structure to the essential colours of 24Bottles' longest-running collections.

About 24Bottles®

24Bottles® is the Italian design brand born in 2013 to reduce the impact of disposable plastic bottles on the planet and our lives. It was born from the search for the most comfortable and functional solution to satisfy the need to hydrate in a healthy, elegant and ecological way.

Choosing 24Bottles means taking care of yourself, your well-being and that of the planet. The alternative provided by 24Bottles is a wide range of stainless steel bottles and solutions with an original design: elegant, reusable and lightweight, perfect for any style and occasion.

The company, now B Corp® certified, has also embarked on an ambitious program to achieve Carbon Neutrality. The aim is to completely offset its carbon footprint, supporting international reforestation projects and rural communities. 24Bottles is distributed in over 60 countries around the world: mainly Europe, but also Canada, China, Japan, Australia and the Middle East.