



ARCTIC SEAS







ABOUT ARCTIC SEAS

Arctic Seas is an eco-conscious swim and beachwear manufacturer based in Antwerp, Belgium. Our vision is one that focuses on high-quality swimwear that is an expert in the fit of its garments.

We have created garments that will stand the test of time, your experiences & places you will go. We place a heavy emphasis on reducing waste in our production & distribution. This aspect has been pivotal in our inception as it fuels us in the continuous search to be more ecologically friendly. This is our message & the driving force behind our brand as we tell a tale that bridges past, present, & future.

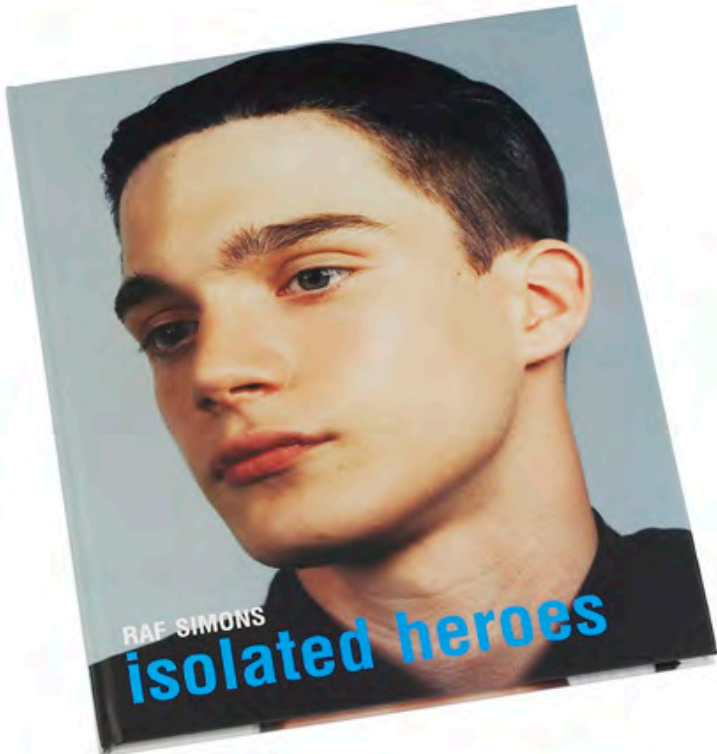
Today's textile industry is built on an outdated model that has adopted a "take-make-dispose" model. A new textile economy is needed in which clothes are designed differently, worn for a longer period of time, recycled, reused as much as possible, contrary to the current fashion industry. We have to strive towards closed circuits in which the materials are used and regenerated again and again and again ..



franky claeys, founder and designer of arctic seas, is convinced that style and sustainability don't have to be at odds. At arctic seas we emphasize style by producing luxury designer swimwear for men and women with a natural twist and a global story. High on style and high on sustainability.

At arctic seas, we do style we do sustainability.

BLACK PALMS



CONCEPT

Arctic Seas is the brainchild of Franky Claeys, best known for his work in fashion as senior graphic designer for Raf Simons (Jill Sander, Dior, Calvin Klein) and occasionally venturing into the music industry, working for the likes of Michael Jackson, Seal, The Foo Fighters, Yoko Ono,...

He later moved on to developing campaigns for major brands such as Levi's, Lee, Carhartt and Mercedes-Benz. For the latter, he designed and conducted the development of a Michelin-starred restaurant in Brussels.

THE PRODUCT

Each Arctic Seas garment is made with the highest quality specifications, built to endure elements like saltwater, chlorine and UV-rays. By drawing inspiration from land and sea, we feel a strong connection with fishermen, lifeguards, deep-sea explorers.

There are several ways in which we try to make our products sustainable which will be explained in the following pages.



ECONYL[®]
REGENERATION FOR LIFE

100% REGENERATION



newlife

SO MUCH MORE THAN A RECYCLED YARN



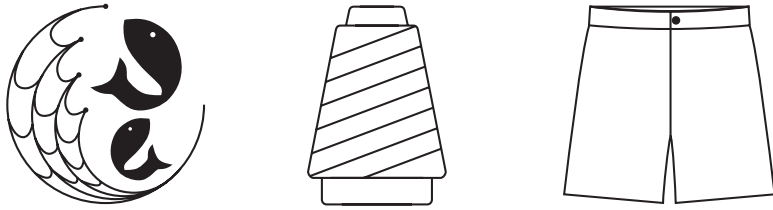
SEAQUAL
INITIATIVE

TOGETHER
FOR A CLEAN
OCEAN

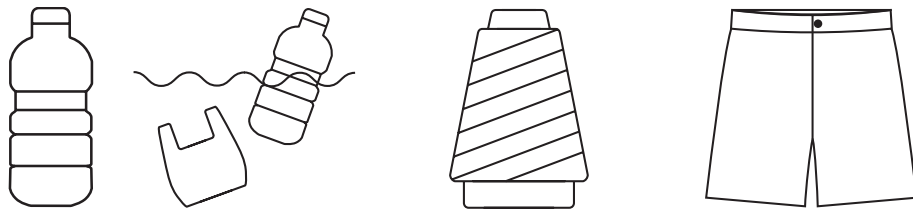


1. THE USE OF RECYCLED MATERIALS SUCH AS

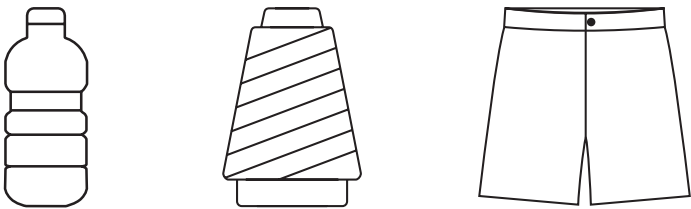
ECONYL : regenerated nylon made from abandoned fishing nets.



SEAQUAL : fibers made from 100% post-consumer plastic bottles and plastic waste reclaimed from the Mediterranean Sea, creating yarns that contain about 93 to 95% recycled PET supplemented with 3 to 7% recovered ocean plastics.



NEWLIFE : Uses a mechanical process, not a chemical one, to transform bottles into a polymer. The use of recycled polyester, which requires fewer processing stages, means less energy is utilized during the production process, resulting in a considerable reduction in carbon emissions.



note 1

We are in a continuous search to increase Arctic Seas' production process' eco-friendliness. For the finishes and trims we go for recycled materials as much as possible, but the truth is that we haven't been able to find ecological alternatives for everything ... yet.

We estimate that we are at 85% of our ultimate goal of only using sustainable products.

note 2

We buy up the left overs/small stocks at the factory where they produce the recycled nylon. That way they reduce their stock and we don't have to produce the 300 meter minimum for each colour.



2. PRICE POINT

The high(er) cost of recycled fabric generates a high price point thus inciting less but more conscious consumption. Differing from today's fashion standards, we opt for producing long-lasting gear with a higher price point over producing high in numbers and low in quality.



3. WE USE ALTERNATIVE ECO-FRIENDLY MATERIALS

Alternative materials used include bamboo, banana fiber, linen, corozo (also known as vegetable ivory used to make buttons) and fish leather. Also we actively aim to reduce the amount of water in the production of our fabrics (dryspun) and also avoid chemical dyes as much as possible.

Bamboo can be grown on rugged terrain unsuitable for any other crop. The regeneration time is 4 times faster than with eco-cotton. Furthermore bamboo fiber has anti-bacterial properties which makes it ideal for beachwear. You can sweat in our tees and shirts without ever getting smelly (the bacteria who feed on the sweat produce the odour not the actual sweat itself).

Our buttons are made from the nuts of the corozo palm. No plastic for us!

Fish leather is a by-product of salmon farming.



4. PRECISION TAILORING FOR THE PERFECT FIT

Our expert pattern makers see to it that each garment has the perfect fit, sizing and comfort. Creating clothing less likely to be 'abandoned' which in turn means less waste.



5. LIMITED STYLES

Our styles are limited. For each capsule our classic styles are reworked following the principal of 'same pasta different sauce'.

Some styles have different versions to cater for different demographics. Our tees come in loose fit as well as tight fit and our swimmer comes in a 32 cm and a 38 cm length.

6. NO SEASONAL COLLECTIONS

We abandon the outdated seasonal calendar : it's always summer somewhere.

Arctic Seas develops capsules that are inspired by an eco/environmental story. The storytelling generates the look and feel of the capsule including the prints.

Our high-quality garments are a universe of their own, designed to outlive fashion trends.

PLASTIC OCEAN CAPSULE

Tees and trunks featuring prints crafted from actual ocean debris collected from European beaches, transforming trash into vibrant poolside swimwear.







DOT DASH CAPSULE

The dot stands for the problem of microplastics: small beads of plastic mainly used in exfoliating personal care cosmetics and toothpastes. They get washed away into the sewers and often end up in streams and float to the oceans. They infiltrated the marine food chain and eventually got into ours, too.

The dash stands for the stripe patterns often found on beach cabins and windscreens, particularly common around the North Sea. It also refers to the classic striped sailor's shirt.

The combination of the dot and the dash refers to morse code, a common means of communication between naval vessels, especially in the first part of the twentieth century. Three short, three long, three short, or SOS, was the last message ever sent by the Titanic.





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BLACK OIL CAPSULE

The growth in worldwide consumption and the increasing amount of goods shipped across our oceans by huge container ships is never-ending. These ships run on something called bunker fuel, which is comparable to asphalt. Burning this fuel does not only produce thick clouds of polluting black smoke, it is one of the largest sources of global CO₂ emission. And if that wasn't enough, there's also the added risk of spills in the actual production and transportation of oil.



ARCTIC SEAS













7. PRODUCTION SET UP

Concentration

All production for the EU market happens in Portugal, near the city of Porto. Nearly all suppliers included in the production of our garments are situated in a 40 km radius of our clothing factory. We only use transport over land not by air.

Social responsibility

We know the people who make our garments and they are paid fair wages.

Integrated Production

Our speedo for men (dolphin) and our bathing suit for women (anita) are produced together. By fitting smaller pieces in between large pieces we reduce the fabric loss in the cutting stage by half.

Self Recycling

The leftovers from the printed fabric used for our swimmers are used to make the pocket and/or the patch on our tees.







8. PHOTOGRAPHY

We shoot our campaigns locally to reduce our carbon footprint, so no exotic locations but imagination. In winter we shoot in studio.



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