



FREE FOR RELEASE AUG 8TH 17:00 CEST COLLECTION NO. 4 'POSITIONS OF POWER'

Corporate executives, stock brokers, money, power, glory. Our 4th collection was inspired by archetypes of men in power presented and idolized in North-American film and television.

Specifically we were inspired by Martin Scorsese's depiction of money-making-masculinity in his 2013 film *Wolf of Wall Street* and a story* published on the business section of *The Guardian* on April 7th 2023 by Arwa Mahadawi, titled "30 under 30-year sentences: why so many of Forbes' young heroes face jail". Both of these provided a fascinating look at the perception of success and how it relates to the perception of masculinity.

Our creative director Ervin Latimer, with the help of his team, delved into a world where everything is for sale and money is the judge, jury and executioner. A world where one's attire is a direct reflection of one's status.

These themes are reflected literally in prints that are based on our real life invoices from debt collection agencies and line motifs based on the stock value of the Lehman Brothers until the market crash of 2008, as well as more figuratively in silhouettes that lean on a seductive, yet slashed and shredded take on corporate masculinity and tailoring.

Lightweight cotton poplins and summer quality merino wool twills are paired with luscious naturally dyed leathers and silks and finished off with bonded fringes and intricate mesh intarsia knitwear.

Leonardo DiCaprio's character Jordan Belfort's last words in the movie *Wolf of Wall Street* are "Sell me this pen." Collection No. 4 'POSITIONS OF POWER' is our sardonic take on the thinking behind that statement.

Latimmier - for the performance of masculinities

*<https://www.theguardian.com/business/2023/apr/06/forbes-30-under-30-tech-finance-prison>

FABRIC COLLABORATION

This collection features 100% recycled fabrics by Coleo and Lounais-Suomen Jätehuolto:

1. Coleo's Cordoba twill 2/2 206-1, a 100% recycled, 90% textile-to-textile fabric with 38% of fibers from Finnish post consumer textile waste

2. Coleo's Cook Plana 160, a 100% recycled, 82% textile-to-textile with 35% of fibers from Finnish post consumer textile waste

Coleo

Coleo is a Spanish fabric mill that transforms textile waste into the garments of the future. Coleo is dedicated to building a circular and sustainable industry, prioritizing maximum quality, transparency, and measurable traceability. Their approach revolves around an integrated local and scalable ecosystem that covers all stages of the recycling chain.

Together, these efforts contribute to a thriving planet: from the collection of garments to their sorting and recycling in inclusive and innovative workplaces, where waste is reborn as new raw materials. This matter is transformed back into fibers, which are then spun into thread. This thread is used to create fabric that becomes an integral part of designing and manufacturing brand-new garments.

Old trash, New trend

Lounais-Suomen Jätehuolto (LSJH)

LSJH is a public waste management organization which has taken up the challenge of post-consumer textile recycling in Finland. The common good company is actively involved in many development projects to create new textile-to-textile ecosystems and circular solutions. LSJH's mission is to support and help different companies and brands, such as Latimmier, in concrete ways to find the best sustainable options to utilize recycled textile raw materials in their designing and manufacturing processes.

The partnership between Coleo and LSJH is a powerful alliance built on shared values, circular textile principles, and a joint commitment to driving positive change in the textile industry in Europe. By working together, they have established a circular business model where Finnish end-of-life textiles are recycled to create new yarns and fabrics that Finnish brands use to create fashion and home wear products.

JEWELRY COLLABORATION

This collection features jewelry based on bent bottle caps made from recycled silver and developed and produced by AIDA Impact. Aida Impact shares our mission of generating better practices of producing, consuming, and working with fashion.

AIDA Impact

AIDA Impact is a jewelry brand that seeks to create sustainable and measurable social impact. AIDA Impact was founded in Helsinki, Finland, in spring 2018.

Their mission is twofold. For their customers, they offer beauty and joy through high-quality, fine craftsmanship jewelry that is made of natural materials in Helsinki. For their employees – who are immigrant and refugee women – they provide a gateway to working life, and a network in a new country.

AIDA is founded, run, and owned by women.

TRANSPARENCY

- All samples in the collection are manufactured in Finland, Italy, the Netherlands, Lithuania and Romania
- All fabrics are woven in Italy. Portugal, Spain or the UK, leather tanned in Finland
- 71% of all materials are certified sustainable, organic, recycled, upcycled or naturally dyed
- Materials used in collection: Virgin wool, merino wool, naturally dyed silk, organic cotton, BCI certified cotton, EcoVero viscose, recycled cotton-polyester mix, naturally tanned adult reindeer hide, reindeer hide, recycled silver
- Our in-house sampling/design team for this collection consisted of 1 full-time worker, 2 paid freelancers and 1 paid intern.