

shockly



BE GREEN

The materials chosen in the Shockly collections are partly made from organic and recycled materials and feature water free prints. For each collection, the company also offers an environmentally themed capsule to raise awareness of the issue in an immediate way.

BE CIRCLE ECONOMY

With Shockly, used and no longer wearable garments become a resource for creating new products. Shockly's aim is to make collections using more and more recycled raw materials and organic fibers

BE SOCIAL

Shockly has been involved in social work for years and supports TMA (Multisystemic Therapy in Water) Caputo Ippolito Method for children and youth with autism and disabilities. The therapy uses water as an emotional, sensory, and motor activator, capable of assisting the individual with autism, communication, relationship and developmental disorders into a meaningful relationship.

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An up-to-date total look

With their eclectic and fun collections, Shockly is characterized by a unique approach marked by sustainability and a constant social commitment

. We met brothers Francesco and Paolo Perenzin, who own the brand



Shockly is a historic tailor's shop from Treviso that is now a leader among the big names in the global fashion system. Shockly is a modern brand with an appealing style, strongly oriented toward research, combining personality and attention to detail to an unconventional masculine look with great ethical value. "Shockly's originality and passion, say the Perenzin brothers - bring to the men's collections a unique, irreverent and eclectic style, characterized by the distinctive fluorescent yellow rivet logo that, season after season, continues to conquer new countries and markets. Combining original design with modern materials and fun graphics, Shockly dresses a modern, dynamic man who is detail-oriented and never mundane, sustainably interpreting changes in contemporary menswear." Shockly's polo shirts, t-shirts and sweatshirts, are in fact made with conscious craftsmanship techniques and born from a careful mix and match of fabrics, colors and graphics that responds to the actual standards for quality and uniqueness, without neglecting their origins.

"Our company is a family-run business," continues Francesco Perenzin, "so personal values and relationships are particularly important to us, as well as our territory and the relationship that we have with it. This is the reason why we have developed a strategy called "Three B's" namely "Be Green," "Be Circle Economy," and "Be Social." This shows our commit-

ment to a more sustainable future and a way of doing business that goes beyond mere commercial dynamics." Shockly focuses on properly measuring and communicating sustainability by assessing the environmental and social impacts of production activities. This is precisely why the materials chosen for the upcoming collections are partially organic, recycled, and feature water-free prints that allow for an 85 percent reduction in water consumption. "With every Shockly collections," concludes Paolo Perenzin, "an environmentally themed capsule will be offered to effectively and clearly communicate sensitivity to an increasingly necessary ecological system. Furthermore, within our company, we strive to apply the rules of the circle economy, aiming to minimize the use of raw materials, to favor a continuous circle. At a company level, we have also implemented a system to completely track the production chain through QR Code labels informing customers about sustainable contents, to ensure increasingly ethical and quality products."

■ **Andrea Mazzoli**



Shockly is located in Conegliano (Treviso, Italy)
<https://shockly.it>