

Q- bottles another successful project by Quagga

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The well known study of the Ellen McArthur Foundation has established that at the present growth rate, by 2050 there will be more plastic than fish in the sea with such a huge impact that it is very difficult to predict what will happen.

Quagga has therefore taken a strong stance when introducing into the market the first collection of recycled PET based winter jackets: everything is sourced with the lowest impact (in particular all recycled components of our garments are sourced in Italy only and the collection is entirely produced in Italy with a real MADE IN ITALY philosophy and approach). All Quagga projects and collections have become, year after year, high-profile garments, able to create an urban style focussing on detail for the most demanding customers where focus on supply chain, ethical values and environmental sustainability are the only keys to the success of the brand.

Q – bottles is one of these projects that will be highlighted during the presentation.