
DASSY®
FITS THE JOB
DASSY
ICONS®

DASSY ICONS®

TRADITION, BACKED BY INNOVATION AND SUSTAINABILITY

A first for the workwear industry - why we are entering DASSY Icons® for this award

› Many brands can show a pilot, a capsule collection or a single sustainable side product. With DASSY Icons®, we have done something different: we are **the first workwear brand to offer products in our core collection** made with **20% post-consumer textile waste**.

That distinction matters: post-consumer recycled fibres are typically shorter and weaker, which is exactly why other brands have kept them out of their core, everyday-use ranges.

Tested and proven, not just promised

Post-consumer textile-to-textile recycling is challenging, especially in the workwear industry. Workwear's durability, strength & safety standards require high-quality fibres. Recycled fibres are typically shorter and weaker, and fibre length is one of the key determinants of performance, which is exactly why no workwear brand has, until now, put this level of post-consumer content into a core, everyday-use collection.

› **We tested thoroughly and proved it: 20% post-consumer textile-to-textile content, zero compromise on quality, across 9 styles in our core twill range.**

› That is why we believe DASSY Icons® deserves recognition: not for a pilot or a promise, but for proving that certified, high-performance workwear and real post-consumer circularity can coexist… today, in our core collection.



ABOUT DASSY ICONS®

A COLLECTION FOR PROFESSIONALS WITH A VISION

Workwear is no longer just about functionality and protection. It has become a style choice in its own right, something that looks great even after working hours.

This collection is a combination of the robustness and craftsmanship of our classic designs and **modern functionality**, **innovative fabrics** and a **strong focus on sustainability**.

The result?

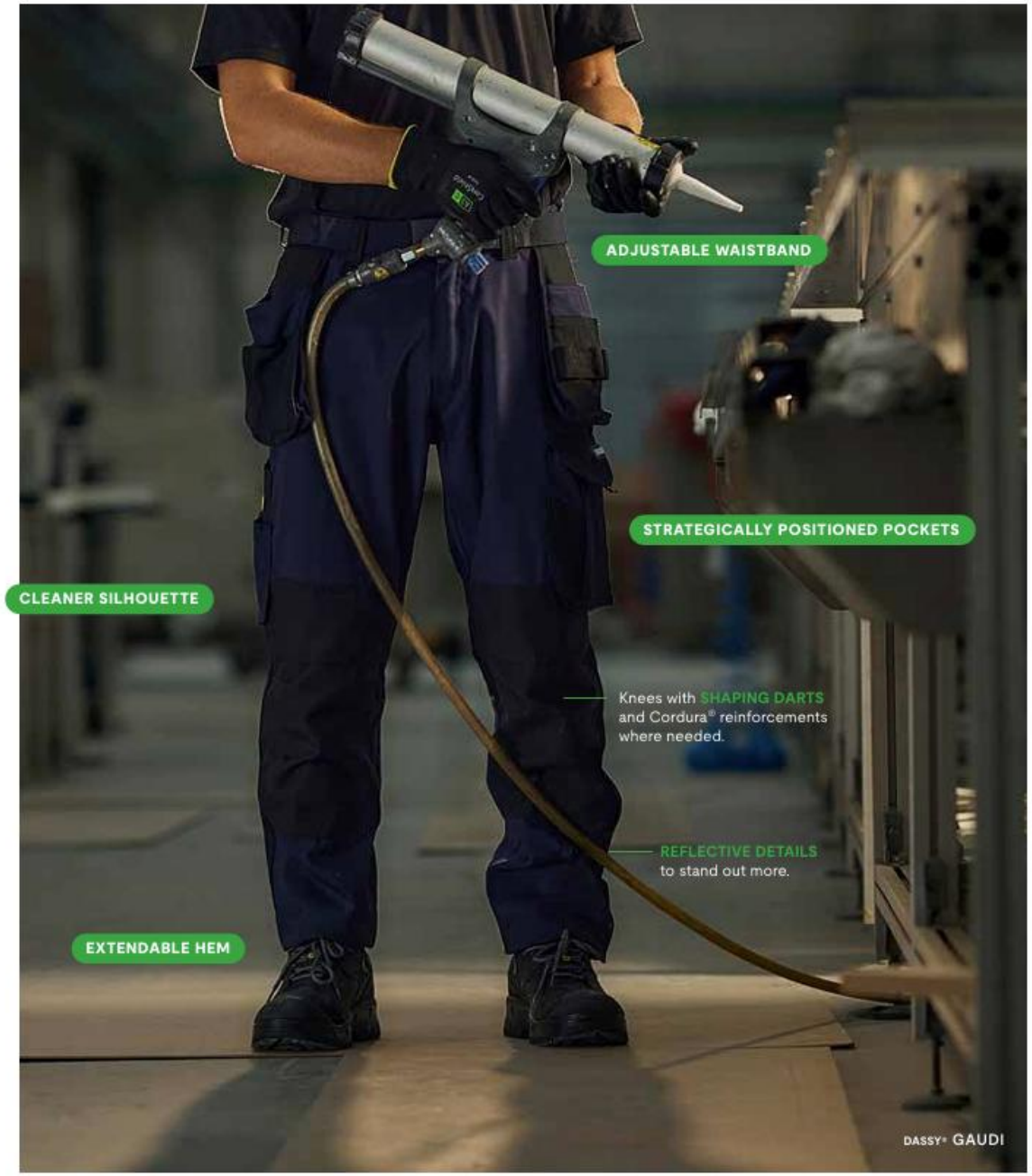
- Workwear that not only performs well, but also sends a message about who you are. During working time and afterwards too.

Why "icons"?

- It refers to the foundations on which DASSY® was built as a brand, our classic designs, and gives them a new shape in a modern context.
- It refers to the icons of architecture: the designs are clean, functional and well thought-out, like a well-constructed building. Each product in the collection has been given the name of an architect: a tribute to the precision and durability associated with a great building.

The tagline "Roots revived" ties in well with this... not an empty slogan, but a clear promise: we are looking back to our origins, but reinterpreting them in a way that meets today's demands perfectly.

DASSY Icons® is for professionals who expect more from their workwear: **quality, functionality, comfort** and a chance to contribute towards **a more sustainable world**.



SUSTAINABILITY IN PRACTICE

THE NEXT STEP TOWARDS A CIRCULAR TEXTILE INDUSTRY

DASSY Icons® doesn't just promise sustainability, but actually delivers it. We are actively applying principles of eco-design, reducing textile waste and using recycled fabrics, which significantly reduces our CO2 emissions.

- Use of **post-consumer textile** residues (in mechanical stretch products)
- Use of **pre-consumer textile** residues (in canvas comfort stretch products)
- **GRS** certification
- Suitable for **industrial laundry** services
- Use of **Better Cotton**

Why post-consumer textile waste?

- Using closed-loop post-consumer textile waste is the most sustainable recycling option, because it keeps textiles in the same cycle. It directly tackles the problem of fashion waste by giving discarded garments a second life, reducing the need for virgin fibres.
- Post-consumer textile recycling has **higher environmental impact reductions** compared to other forms of recycling because the original products have already served their purpose.

Closed-loop post-consumer recycling **aligns environmental benefits**, regulatory expectations, and sector-specific circularity.



MECHANICAL STRETCH (PESCOPOS 41)

- 20% post-consumer textile scraps
- 36% recycled PET material
- Stretchy weave structure
- Industrially washable
- GRS-certified (Control Union CB-CUC-1405389)
- 9% polyester/35% cotton, ±245 g/m²

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SUSTAINABILITY IN PRACTICE

RECYCLED MATERIALS IN OUR DASSY ICONS®: POST- AND PRE-CONSUMER





DASSY® ‘PESCOPOS41’-fabric with recycled post-consumer fabric waste

Post-consumer recycled material is created from **discarded consumer goods**, which are processed into new goods.

Closed-loop recycling reprocesses waste from the same industry, so the materials re-enter the same product cycle. For instance: discarded textiles become new textile materials.



DASSY® ‘COPESPRE62’-fabric with recycled pre-consumer fabric waste

Pre-consumer recycled material is **unused fabric** waste, which is reprocessed into new textiles before ever reaching the end consumer.

Industrial waste generated during manufacturing – such as fabric scraps or pieces of cutting waste – that are collected and reprocessed into new textiles.






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