



*Collection Spring/Summer  
2022*

**ELEMENTS OF FREEDOM**  
AMSTERDAM

## THE POWER OF FREEDOM

It's our biggest believe. Freedom allows us to be ourselves, to make our own choices and to pursue happiness without restrictions. We yearn for the good feeling, for a conscious and meaningful life in connection with people and nature.

For us, good working conditions and the lowest possible ecological footprint are not a trend, but a conviction and obligation. It is the reason why we started this journey and what still drives us everyday.

The past year has turned our worlds upside down. Now that the world is opening up again, let's not turn back without a thought. This is our chance to rewrite what 'normal' should be. With this in mind we created a collection in connection with people and nature.

Items that are suitable for all activities we had to miss the past year. What you wear is an extension of yourself and feeling good in what you're wearing plays a big role in personal freedom. Joyful prints, beautiful basics and timeless fits that are easy to mix and match. A normal where nature is a priority and where we take back our freedom.

**"From a deep-rooted feeling of freedom, Elements of Freedom creates in connection with people & nature."**



















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THE SUMMER OF  
**FREEDOM**

*Sand between your toes,  
smelling the salty air,  
Sunrays touching your face,  
the wind blowing through your hair...*



# REDUCE USE CYCLE PEAT

Life on planet earth was originally a flowing process without landfill. But life as we know it now is based on a linear process. We take, we create and then get rid of it.

The fast fashion industry creates enormous amounts of waste. We, from Elements of Freedom, are on our way to a complete circular life cycle of our items.

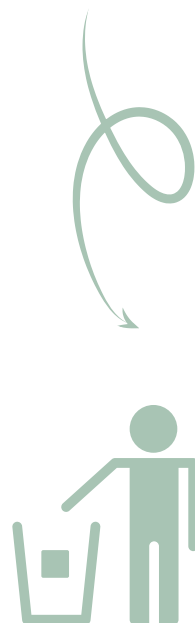
In a circular economy, the production of an item and the end of its life are equally as important. The focus is on the longevity and life cycle of the products, including designing out waste and pollution.

- We use non-polluting materials in our supply chain and our end products which are mostly biodegradable and can fully return back to nature, without harming our planet.
- If we use materials which are not biodegradable, we make sure they are recycled and reusable. In this way, it doesn't end up in the trash and the use of virgin materials will be kept at a minimum.
- Natural resources, including energy, are used effectively during both production and consumption. Also, renewable energy sources are prioritized and any undesired environmental impact is prevented or minimized.
- All of the components of our items are OEKO-TEX certified, which means they are free from toxic chemicals to ensure safe and pure material flows in society.

## LINEAR ECONOMY



## RECYCLING ECONOMY



## CIRCULAR ECONOMY































































































# MATERIAL GUIDE

Sustainability means always looking for better solutions. Elements of Freedom uses biodegradable and / or recycled materials throughout its collection, with circularity as the basis. The production process is structured so that the ecological footprint is minimized. All materials are OEKO-TEX 100 certified. This means that all components are certified free of harmful chemicals and are safe for humans to wear.

## RECYCLED (CASHMERE) WOOL

We use recycled wool so the use of virgin materials can be kept at a minimum. This high performance gift from nature keeps you warm in winter and is breathable for summer.

## GOTS COTTON

GOTS certified ensures that the organic cotton is sourced in the most ethical and sustainable way. It protects farmers, workers, consumers and entire ecosystems.

## FSC VISCOSE

FSC Certified Viscose is a fiber made from natural sources, which are produced from sustainably managed plantations.

## RECYCLED METAL

At the end of the useful life of metals, the materials are collected and recycled, again and again. This reduces waste and conserves natural resources.

## RESPONSIBLE MERINO WOOL

If it's not recycled, it's always responsible wool. Merino sheep graze freely and are not projected to harmful practices. It bends easily with the skin and is much finer than regular wool.

## BCI COTTON

BCI exists to make global cotton production better for people who produce it, for the environment it grows in and for the sectors' future.

## TENCEL

Tencel is made from woodpulp, gained from responsible managed, sustainable certified forests. Tencel eliminates the negative impacts of traditional fiber processing on the planet.

## RECYCLED POLYESTER

By using (small) amounts of recycled polyester, we give second life to materials that are not biodegradable and would, otherwise, end up in landfill or in the ocean.

## ORGANIC COTTON

Organic cotton refers to naturally cultivated cotton without the use of any synthetic agricultural chemicals such as fertilizers or pesticides or transgenic technology.

## ECOVERO VISCOSE

Ecovero is made from certified renewable wood sources with an ecological production process. It's soft on the skin, strong and very breathable.





Jess - 316-BPT



Jess 316-GPO



Keira 318-BPT



Zia 321-BLA



Joelle 317-PRB



Joelle 317-WCG



Zia 321-BOR



Halina 314-POW



Halina 314-GPO



Amal 308-SAL



Amal 308-BLU



April 310-RJS



Florence 313-BRP



Bloem 311-BEI



Bloem 311-BLA



Rose 319-BWP



Rose 319-TDB



Isis 315-BRP



London 104-CHE



Mint 545-CHE



London 104-PIN



Lima 652-CHE



Mint 545-PIN



Lima 652-PIN



Malaga 436-ULB



Malaga 436-CPB



Malaga 436-UPU



Lauren 431-GPO



Lauren 431-BPT



Nice 438-CHE



Indy 426-POW



Randy 440-BRP



Nice 438-LBL



Lis 433-PRB



Lis 433-WBF



Dana 455-WHI



Andrea 423-WCG



Andrea 423-BRB



Andrea 423-WBF



Juul 430-BEI



Angel 424-JST



Juul 430-BLA



Izzy 428-RWF



Isa 427-TUR



Izzy 428-BWP



Fleur 425-BWP



Fleur 425-TDB



Fleur 425-BLA



Karly 651-BEI



Karly 651-BLU



Freya 544-BEI



Abby 541-WCG



Abby 541-POW



Abby 541-BRP



Shadow 653-BEI



Shadow 653-BLA



Eden 649-DGR



Chicago 648-BLA



Bali 646-TDB



Chicago 648-BOR



Eden 649-LBL



Casey 647-BLU



Casey 647-BEI



Lila 432-SPI



Lila 432-PIN



Skyler 207-RED



Skyler 207-BLA



Skyler 207-SAN

te\_ca



Moos 437-BOR





Amber 422-BLA



Amber 422-CRE



Jasmin 429-PUR



Jasmin 429-RED

te\_ca



Patty 439-PIN



Patty 439-LBL



Patty 439-RED



Aline 103-LBL



Juliette 101-CHE



Joni 754-GLB



Joni 754-BSP



Joni 754-OWS



Sintra 102-LBC



Sintra 102-PUR

# ELEMENTS OF FREEDOM

AMSTERDAM

Elements of Freedom, a change maker in the fashion industry, wants to show the world that fashion and sustainability are perfectly suited for one another. Circular, timeless collections made in Europe under good working conditions, with a minimum ecological impact and a maximum social impact. They take freedom as their startingpoint. Freedom for those who wear it and freedom for those who create it.

