



ROWLEY XY

SURF, CITY, SNOW.
LET'S GO!

Fall/Winter **2021**





About

CYNTHIA ROWLEY

Acclaimed award-winning NYC designer Cynthia Rowley has dedicated her eponymous brand to bridging the worlds of fashion and adventure.

Whether she's exploring on a far-flung getaway, surfing secret spots in exotic destinations, or scuba-diving in an arctic glacier, it's safe to say the designer is a well-known risk-taker. This unparalleled love of escapism has effortlessly translated into the spirit of her brand.



About

ROXY x ROWLEY

Bright colors, bold prints and fresh styles. This is where fashion meets adventure. Weather you're catching waves in the tropics, carving your way through fresh powder in the mountains or exploring unknown destinations, this collection designed with fashion risk-taker Cynthia Rowley will let you feel free and fearless.

Stylish swim and surfwear, high performance outerwear, cool sandals and chic snow boots - adventure seeking has never looked so good.

Expect the Unexpected. Let's go!

A will to challenge the status quo. A dedication to sourcing beautiful, sustainable materials to bring the unexpected to life.

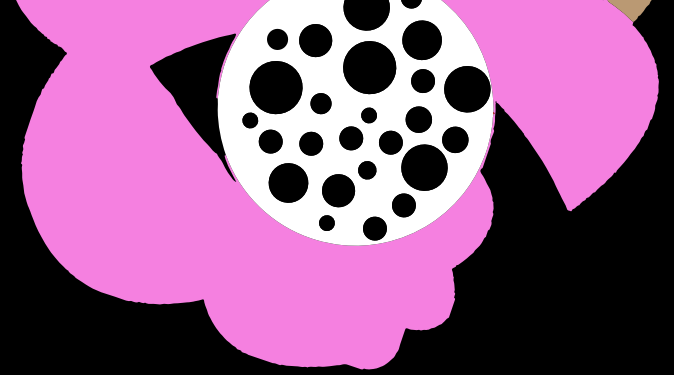
Over 60% of the environmental impact of fashion happens at the raw materials stage - before the clothes have even been made.

Fiber and material selection also affects how you will wash the garment and, hopefully, recycle it one day - both important factors to consider when it comes to the impact on our planet.

This is why we take pride in choosing the very best.



BETTER MATERIALS



Apparel

ORGANIC COTTON

Organic cotton restricts the use of numerous chemicals - making it safe for the environment - and for you.

Swimwear

ECONYL® REGENERATED NYLON

Made out of 100% regenerated nylon - which means no waste and no new resources are used in production. This technique helps pull waste from oceans and landfills.

Wetsuits

UPCYCLED & EARTH-FRIENDLY NEOPRENES

Upcycled rubber tires and bottles are used to make our neoprene & polyester materials. Plus, we adopt water-based glues and water-efficient dyeing processes.

Shells & Lining

REPREEVE®

We spin recycled matter sourced from plastic waste, into hi-tech fabrics to create the ultimate mountainwear.

Insulation

PRIMALOFT®

Empty water bottles are given a new life as high performance fibers with industry-leading sustainable insulation products.





































































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