



JETSET - SUMMER SENSE

Nature's Symphony - The hidden harmonies of nature Spring / Summer 2024

St. Moritz, June 2023 - For the new summer collection, Summer Sense, **JETSET** focuses on the hidden harmonies of nature in the coming year. Subdued and vibrant colors are combined and effortlessly mixed with pastel shades - unexpected and always fresh. The color palette consists of the velvety blue of the sky, the vibrant blue of the ocean, and the delicate pink of sunrise while sandy beige and warm olive tones reflect the gentle sensuality of nature. Surface textures have become a trademark of JETSET. Starting with layering patterns, relief-like jacquard knits, highlighted star patterns, pleats, and piping - it's symphonic sensuality on various levels. For example, our green camouflage print is combined with a beige, neutral jacquard, paired with 4-color piping.

The collection represents the self-confidence of its wearers. Sometimes loud and playful, sometimes gentle and quiet. A unity with oneself, but always versatile! Made for women and men - a blend of athletic luxury, outerwear, and beachwear - JETSET's multipurpose approach from winter is skillfully transferred to summer, further manifesting the transition to a year-round luxury fashion brand.

"We don't want to be just a pure image brand. Sexiness and boldness are important to us, but above all, we deliver a collection that is understandable and therefore sellable for end consumers in its range. Additionally, it adheres to the price/value ratio, something that often becomes blurred in the luxury segment nowadays. Our product therefore meets a multifunctional demand." - Thomas Jaeger, CEO JETSET

Our technical **athleisure wear**, with its top-quality Lycra, invites you to go to the gym, yoga, a walk in nature, go jogging, or go on urban adventures. And with the latest designs, you can also wear

modern looks on the tennis court or golf course. The eye-catching logos and star patterns have now been incorporated into the jacquard knit in solid colors, blending perfectly with the pleasant look and gentle self-confidence of JETSET's Summer Sense.

The **outerwear**, with its light padded jackets and vests, is perfect for the transitional seasons of spring and late summer. It also includes modern sporty coats, knit hybrids, and windbreakers – everything you need in the city or outdoors when it gets a bit cooler.

Our **beach and swimwear** is also comfortable to wear under your clothes. These include a see-through shirt, a summer dress, and a light poncho. The garment's lightness always provides a secure and pleasant feeling for swimming, chilling at the beach, or in beach clubs.

And in 2024, JETSET continues to transport the technological expertise and quality standards of winter into summer. The material created in collaboration with Swiss textile manufacturer **Schoeller®** for winter has been further developed: the summer softshell quality, called **JETSET Light Schoeller®** (composed of 48% PES / 37% PA / 15% EA), remains part of the materials and can be found in models like **FAHRA PANTS** and **PEGASO PANTS**, featuring highly functional 4-way stretch, water-repellent and breathable properties, and **bluesign®** approved.

The super soft, supple nylon and high-quality Lycra styles are all **OEKO TEX®** certified to support a demanding high-performance lifestyle.

For those who love a sporty look but still prefer a calmer day, there are casual logo jacquard knit models made of **FSC®** certified silky viscose.

Sustainability / Production: In addition to style and performance, JETSET also focuses on sustainability. Only organic cotton is used for the jerseys (which carries the GOTS certification and is thus ecologically and socially produced). The knitted fabric is made of FSC® certified viscose, the Lycra has the OEKO TEX® certification, and our Schoeller textiles have the Bluesign® certification. And for puffer jackets, JETSET relies on sustainable fillings. Like the winter jackets, they are filled with 100% recycled PET material

instead of down! Just like the winter collection, the summer collection is also 100% manufactured in Europe (80% of it in Italy). The new spring/summer collection by JETSET stands for quality, performance, style, and comfort, combined with sustainability and environmental awareness.

About JETSET

Founded in 1969 in the Swiss Alpine resort town of St. Moritz, JETSET has prided itself on the creation of luxury ski wear from the beginning, continuously setting new standards and trends within this segment.

Being widely known for its high-performance apparel, coupled with a passion for progressive designs, it's the core principles that define the JETSET spirit – a feeling of style-consciousness for all seasons, transitioning effortlessly from the ski resort to the street.

Together with the Bluesign® certified Swiss textile company Schoeller Textil AG, JETSET places great value on sustainability and innovation, eliminating all down. As an alternative to down, JETSET is working with a technical filling, produced with 100%-recycled fibers from PET bottles, manufacturing eco-friendly sportswear made 100% in Europe, mainly Italy. This has been the key to JETSET's ongoing success in producing exclusive sports and streetwear for conscientious consumers.

Since 2022 JETSET is not only using its expertise to create state-of-the-art luxury ski wear but also pushing its high standards towards athletic street- and swimwear for the spring/summer collections. With this new approach, JETSET can be worn all year long.

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