



A BRAND IS MORE THAN ITS PRODUCTS.
ESSENTIALS FW22.

SUSTAINABLE AND AFFORDABLE LUXURY

“As brand owners we have a responsibility to push forward, and to make better products. Better to wear, better for your skin, but also better for our planet. ‘Sustainable’ is a difficult word to use when producing textiles. At Panos Emporio Essentials we really work hard to create better products in every way.”

- Hans Erik Syversen / Brand Manager



DEVELOPING BETTER PRODUCTS

1. DESIGN

Making more sustainable products makes no sense if no one wears them. The product itself is priority #1, it must be desirable.

2. PURPOSE

We create products that are suitable for more than one occasion. The more you use it, the more sustainable it is.

3. SCIENCE

We design products to live in, for many situations and basic needs. We create our products using technology and as many innovative & recyclable elements as possible.

4. DURABILITY

Quality is important to ensure our products are durable. We also design items you use year after year.



SCIENCE

Making better products, and working to be sustainable starts with choosing the right materials.
We strive to work with suppliers who can guarantee and supply certified better materials.

Bamboo viscose is a regenerated cellulose fiber.

Bamboo provides exceptional comfort as well as antimicrobial properties. Since bamboo is classified as grass, it is one of the world's most sustainable resources. Bamboo is the fastest growing grass, it can grow up to 119 cm in 24 hours and does not always require replanting.

The inherent antimicrobial properties of bamboo eliminate the need for pesticides and fertilizers.

**WE ARE PROUD TO BE ONE OF VERY FEW TO USE
FSC CERTIFIED BAMBOO FROM SS22.**

A close-up, vertical shot of numerous bamboo stalks. The stalks are a vibrant green color with visible horizontal nodes or joints. They are densely packed together, creating a textured, vertical pattern. The lighting is soft, highlighting the natural texture of the bamboo. The background is dark, making the green stalks stand out.

**FSC CERTIFIED
VISCOSE FROM
BAMBOO**



Viscose from bamboo is often debated in terms of sustainability. In our chase for better products we have as a company been audited and we are proud to be FSC certified, meaning that from SS22 our products containing bamboo fibers will all be FSC certified.

“A certification helps in that it is a guarantee, a symbol that you are not damaging the forests.”

FSC is the world's gold standard certification for sustainable forest management (SFM) and forest-based products.

82% of consumers would recommend FSC products to friends and family.

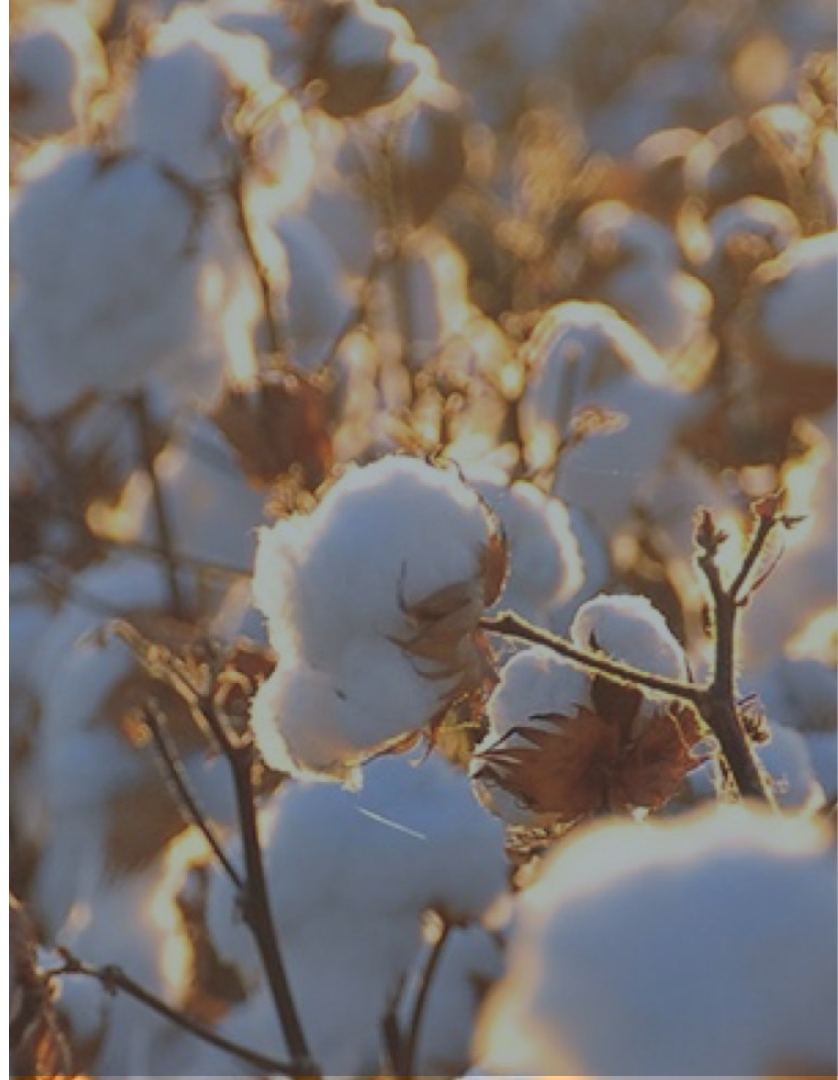
- FSC is the world's most trusted sustainable forest management solution.
- FSC is the only forest certification with support from global NGOs – such as WWF – and markets.
- FSC brings 25 years of expertise in sustainable forest management.

ORGANIC COTTON

In harmony with nature, cotton has been protecting people from sun, rain, heat and cold for thousands of years.

Organic Cotton is a healthier, more eco-conscious alternative to non-organic materials. Organic cotton is grown without the use of toxic pesticides and fertilizers that are proven to harm the environment, farmers, producers and the consumer.

All our cotton is Organic, and **GOTS certified**





Derived from certified renewable wood sources using an eco-responsible production process by meeting high environmental standards, LENZING™ ECOVERO™ fibers tailor to a sustainable lifestyle, contributing to a cleaner environment.

KEY BENEFITS:

- **up to 50% lower emissions & water impact than generic viscose**
- **certified eco-responsible**
- **sustainable wood and pulp sourcing/procurement**
- **supply chain transparency**

beyond
fiber

A photograph of a forest with tall, thin trees and green foliage, partially obscured by a semi-transparent green rectangular overlay that contains text.

key facts

Sustainable wood sourcing
Awarded EU Ecolabel
Lower emissions
Supply chain transparency

WOOL-TENCEL BLEND

In our opinion, wool is the greatest fiber of all. Keeping and transporting air like no other, all natural, and quick drying. We love wool for both summer and winter.

Wear it with your suit, or out hiking.

REGULATES BODY TEMPERATURE

NEUTRALIZES ODORS

WASHES EASY, AND NO NEED TO WASH EVERY DAY

QUICK DRY

UV RESISTANT

100% BIODEGRADABLE

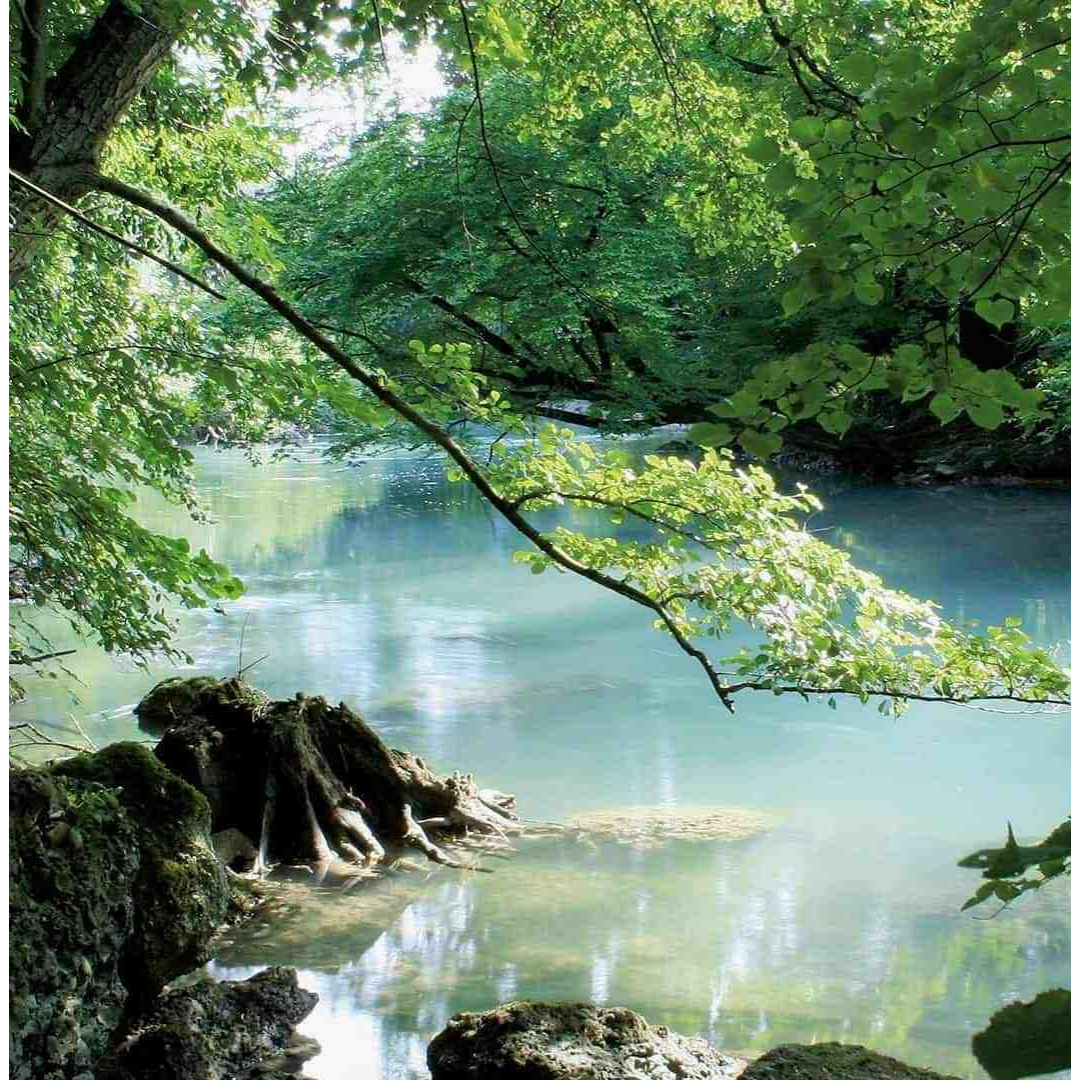
MIXING OUR WOOL WITH TENCEL ENHANCES THESE PROPERTIES.



TENCEL EXPLAINED

TENCEL™ Lyocell fibers help to maintain the environmental balance by being integrated into nature's cycle. The fibers originate from the renewable raw material wood, created by photosynthesis. The certified biobased fibers are manufactured using an environmentally responsible production process. The fibers are certified as compostable and biodegradable, and thus can fully revert back to nature. Read more:

www.tencel.com/sustainability



#GIVEBACK
LOVE ELEMENT TEE

ALL PROFITS OF THIS PRODUCT WILL BE DONATED
TO SUPPORT CHARITY.



PURPOSE

A sustainable product must also be functional in its design. It has to be as good as all other options, preferably better, but at the same price. We have spent a lot of time looking at fit, seams, materials, and innovation like support panels, ventilated fronts, blending fibers like bamboo+cotton, and wool+tencel creating versatile garments that are multi functional and comfortable



Wool/Tencel™



Flatlock
stitching



Breathable
fabric



Friction free
support panels



No tag -
no itching



Lower emissions
& water impact

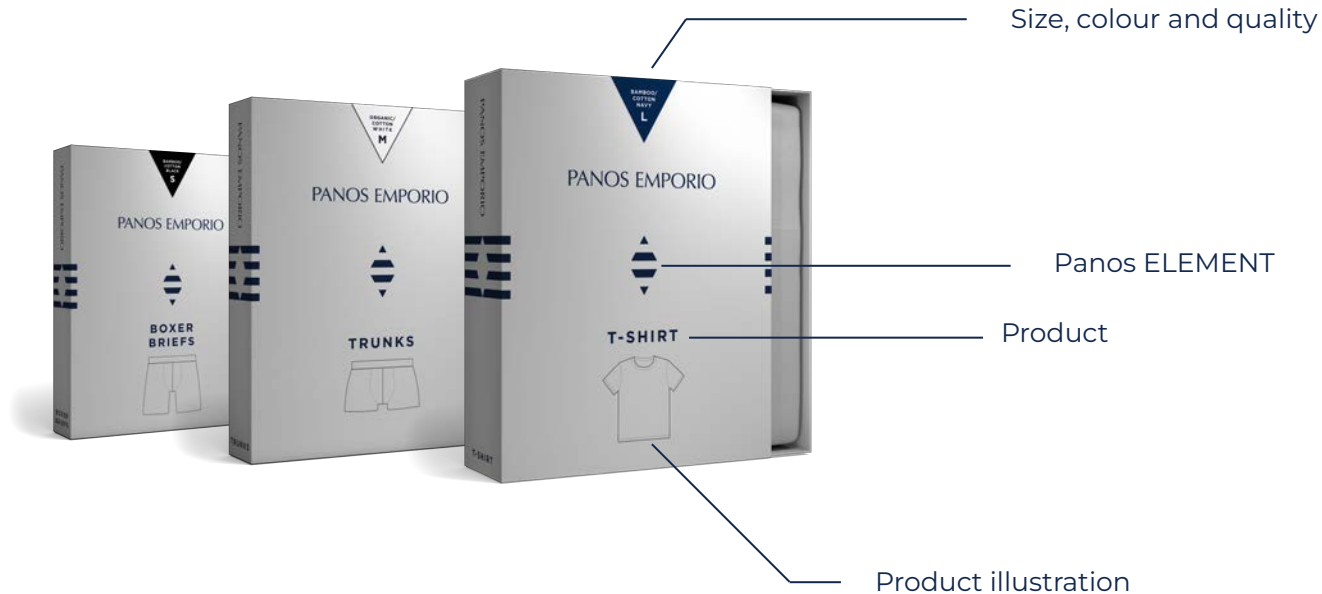


PACKAGING

An easy way to be more sustainable. We removed all plastic, and are using recycled paper only.

Based on testing and experience, we have designed the new Panos Emporio Package to stand out in the store environment, to be easy identified and accessible.

The package is light, and in recycled paper. It is easy to identify size, colour and quality. As it is all paper, it is easily recycled. No oil or plastic.



FEEDBACK

Some feedback we have received after one season in the market...

"It's actually the best boxer I've ever tried."

"T-Shirts have become my favorite too!"

"These garments are pretty much essential to my quality of life."

"Panos Emporio boxers and t-shirt; 10+! Just the way it should be."

"Panos Emporio underwear has become my favorite!"

"Bamboo t-shirt from Panos Emporio is one of the coolest!"

"PE is simply amazing. Definitely my favorite »

"The best boxers I've ever had."

COLLECTION FW22

ELEMENT HOOD



**NEW AND IMPROVED
QUALITY.**





ELEMENT HOOD

YKK ZIPPERS.
100% **400 gram** pre
shrunk GOTS organic
cotton. French Terry.

Relaxed fit.

Discrete embroidered
logo element on chest
and hood.



NOK/SEK	479,60,-	1199,-
DKK	359,60,-	899,-
EUR	47,60,-	119,-
GBP	40,-	100,-



ELEMENT PANT

**400 GRAM PRE SHRUNK
GOTS ORGANIC COTTON**

YKK ZIPPER

NEW UPDATED FIT FOR AW22





ELEMENT PANT

Relaxed fit, with discrete embroidered logo element.
Zippered pocket for safe keeping.

400g 100% organic cotton french terry.

Available in dark navy and black.



NOK/SEK	399,60,-	999,-
DKK	279,60,-	699,-
EUR	39,60,-	99,-
GBP	32,-	80,-

ELEMENT SWEATER

100% GOTS ORGANIC COTTON



DURABLE AND SUSTAINABLE



PEMA607

300g 100% ORGANIC COTTON
FRENCH TERRY

NOK/SEK	319,60,-	799,-
DKK	219,60,-	549,-
EUR	31,60,-	79,-
GBP	26,-	65,-

ELEMENT TEE

High quality, heavy cotton
leisure tee.

Relaxed fit
embroidered logo element.
Durable almost piqué like
feeling.

Improved fit.

220g 100% organic cotton
jersey.



PEMA605

NOK/SEK	159,60,-	399,-
DKK	119,60,-	299,-
EUR	15,96,-	39,90,-
GBP	14,-	35,-

ELEMENT TEE



NAVY



BLACK



LOVE TEE

LIMITED EDITION
LOVE ELEMENT TEE

ALL PROFITS OF THIS PRODUCT
WILL BE DONATED TO CHARITY.



PEMA606

ORGANIC COTTON CREW NECK TEE

95% GOTS Certified Organic Cotton for sustainability. Modern crew neck and a small logo placement. Flatlock seams. 5% elastane for comfort, and durability when washing.

Our cotton tee has a regular crew neck, is fitted around the chest and shoulder, with a loose fit around the waist.



Flatlock
seams



Organic
cotton



5% elastane



Seasonal color BLUE STEEL



Just a great everyday
tee. Wear it as
underwear, or with
your favorite jeans.

NOK/SEK	159,60,-	399,-
DKK	119,60,-	299,-
EUR	15,96,-	39,90,-
GBP	14,-	35,-

ORGANIC COTTON CREW NECK TEE



PEMU420190

BLACK



PEMU420290

NAVY



PEMU420100

WHITE

ESSENTIAL COLORS



BAMBOO COTTON BLEND TEE

Super soft bamboo/cotton blend. **Bamboo fiber** is naturally breathable and wicks moisture away from the skin like **cotton**. It allows moisture to evaporate quickly. Moreover, **bamboo fabric** is lighter and softer than **cotton fabric**.

Bamboo grows fast, and very often with less pesticides.

Comfort fit and delivered in all paper packaging. Our bamboo/cotton tee has a regular crew neck, is fitted around the chest and shoulder, with a loose fit around the waist.



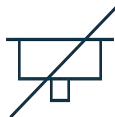
Flatlock stitching



Bamboo/
cotton blend



Breathable
fabric



No tag -
no itching



PEMU421



NOK/SEK	159,60,-	399,-
DKK	119,60,-	299,-
EUR	15,96,-	39,90,-
GBP	14,-	35,-

BAMBOO COTTON BLEND TEE



PEMU421190

BLACK



PEMU421370

OLIVE



PEMU421290

NAVY



PEMU421100

WHITE

ESSENTIAL COLORS

BASE BAMBOO/COTTON BOXER BRIEF

Super soft bamboo/cotton blend. **Bamboo fiber** is naturally breathable and wicks moisture away from the skin. It allows moisture to evaporate quickly. Moreover, **bamboo fabric** is lighter and softer than **cotton fabric**. Mixed with cotton you get more durability and shape keeps better.

Bamboo grows fast, and very often with less pesticides.

Sculptured fit: We use **7 different** panels of fabric so the boxers move with you.



Flatlock stitching



Bamboo/
cotton blend



Breathable
fabric



7 different
panels of fabric



BASE BAMBOO/COTTON BOXER BRIEF

Features



SEASONAL 3PK AUGUST



PEMU403 193



PEMU403 225



SEASONAL 3PK OCTOBER



PEMU403 123



NOK/SEK	199,60,-	499,-
DKK	139,60,-	349,-
EUR	19,90,-	49,00,-
GBP	15,2,-	38,-

SEASONAL 10 PK!

NOK/SEK	559,60,-	1399,-
DKK	396,-	999,-
EUR	55,60,-	139,-
GBP	46,-	115,-



The gift of the season. More bang for your buck! Same premium quality, delivered in gift box.



OCTOBER IN STORE

NEW NOOS

TANK TOP
BAMBOO/COTTON



V-NECK TEE
BAMBOO/COTTON



NEW 3pk solid.



MAY IN STORE

BASE BAMBOO/COTTON BOXER BRIEF



BLACK

NAVY

WHITE

ESSENTIAL COLORS

Available as 3- and 5-pack



NOK/SEK	199,60,-	499,-
DKK	139,60,-	349,-
EUR	19,60,-	49,-
GBP	15,20,-	38,-



NOK/SEK	319,60,-	799,-
DKK	219,60,-	549,-
EUR	31,60,-	79,-
GBP	22,-	55,-

ECOVERO™ BOXER BRIEF

We believe in materials from renewable sources.

EcoVero™ is derived from sustainably logged wood from certified and controlled sources. It has up to 50% lower emissions & water impact than generic viscose.

Not only is EcoVero™ a responsible choice, but it is also a textile meeting functional standards so that you can feel comfortable no matter activity and climate.



Flatlock
stitching



Breathable
fabric



Friction free
support panels



No tag -
no itching



Lower emissions
& water impact



NOK/SEK	199,60,-	499,-
DKK	139,60,-	349,-
EUR	19,96,-	49,90,-
GBP	14,40,-	36,-

ECOVERO™ 2 pk BOXER BRIEF



PEMU402290

PEMU402190

NAVY

BLACK

ESSENTIAL COLORS



LENZING™
EcoVero™

Derived from certified renewable wood sources using an eco-responsible production process by meeting high environmental standards, LENZING™ ECOVERO™ fibers tailor to a sustainable lifestyle, contributing to a cleaner environment.

KEY BENEFITS:

- up to 50% lower emissions & water impact than generic viscose
- certified eco-responsible
- sustainable wood and pulp sourcing/procurement
- supply chain transparency

NOK/SEK	107,60,-	269,-
DKK	79,60,-	199,-
EUR	10,76,-	26,90,-
GBP	9,6,-	24,-

PREMIUM ORGANIC COTTON TRUNK

High definition waistband

No bulk, durable with tone to tone logo.



PEMU401190

Ventilated front

For a cooler experience, or just easy access.



PEMU401290

ESSENTIAL COLORS



PREMIUM ORGANIC COTTON TRUNK

GOTS Certified Organic cotton for sustainability. Modern fit. Innovation fly for breathability and comfort, or just easy access. High definition waistband for less bulk, and less visibility under tight or thin pants.

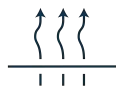
Comfort fit and delivered in all paper packaging.



Flatlock
stitching



Organic
cotton



Breathable
fabric



Ventilated
front





PEMU461

PYJAMA PANT.

For lazy sundays, or in
your home office

100% organic cotton.

NOK/SEK	239,60,-	599,-
DKK	159,60,-	399,-
EUR	23,60,-	59,-
GBP	20,-	50,-



PEMU462



New classic color.



PYJAMA SET

100% ORGANIC COTTON BRUSHED
FLANNEL. DELIVERED IN GIFT BOX.



NOK/SEK	479,60,-	1199,-
DKK	319,60,-	799,-
EUR	43,60,-	109,-
GBP	40,-	100,-



ANY SEASON WOOL

60% MERINO WOOL
40% TENCEL

FEEL BETTER - WASH LESS.



PEMU423190

WOOL-TENCEL TEE

Light, elegant, soft and versatile.
Wear it at the office, running, out
boating, in the gym or during
winter activities. Hang to air/dry
and wear again.

60% OEKO-TEX, NON MULESED WOOL.
17,5 MICRON, DOUBLE YARN KNITTED.

40% TENCEL™



PEMU423290

NOK/SEK	319,60,-	799,-
DKK	219,60,-	549,-
EUR	31,60,-	79,-
GBP	22,-	55,-



PEMU422190

WOOL-TENCEL LS

Elegant and technical long sleeve with relaxed fit. For outdoor activities or the office. 100% natural and biodegradable.

NOK/SEK	399,60,-	999,-
DKK	259,60,-	649,-
EUR	35,60,-	89,-
GBP	32,-	80,-



WOOL TENCEL BOXER BRIEF

Same fit as our base bamboo boxer, in all natural fibers with 60% wool and 40% tencel. For all year round wear.

Need to travel light? Pack one pair and rinse at night, it's dry in the morning.

WOOL-TENCEL BOXER BRIEF

All purpose boxer briefs.
Amazing natural fibers with
attention to fit and details.



Flatlock
stitching



Wool/Tencel™



Breathable
fabric



7 different
panels of fabric



NOK/SEK
DKK
EUR
GBP

159,60,-	399,-
119,60,-	299,-
15,96,-	39,90,-
14,-	35,-

PACKAGING





PANOS EMPORIO ESSENTIALS

AFFORDABLE LUXURY THAT'S BETTER FOR
OUR PLANET.

We design products to live in, for multi
purpose use, and basic needs. We create our
products using technology and as many
innovative & recyclable elements as possible.