

Let's knit
our future
together!



four
twenty
two



four twenty two

BIO TIGHTS



Introducing you the newest and innovative concept **Four.TwentyTwo®** (4.22), one of the first patented Biodegradable Tights with Aloe Vera in the world, made of 94% **AmniSoulEco®** smart yarn that decomposes in land fields after 3-5 years.

Our products are completely suitable and in relation to the new environmental regulation and trends for sustainable fashion and circular economy in the world.

5,2% of the
waste in our
landfills are
textiles



148 milion
tons of fashion
waste by
2030



SAVE
EARTH!



190,000 tons
of textile
microplastic fibers
end up in the
oceans every year



regular
tights/socks
take more
than 50 years to
decompose



Let's change the FUTURE!!!



VISION

Become a leader in the region of innovation and production of BIO tights (hosiery), and contribute to the change of the consumer behavior for achieving better ECO future.



MISSION

By using a “reframing the market” strategy and educational approach towards our consumers, constant investment in the team and the innovation technology, make a change and leave a mark on the market place.



SOLUTION

Biodegradable antibacterial tights with Aloe Vera made of smart yarn know as Amni Soul Eco[®], a new generation technology used to produce enhanced, sustainable yarns that are highly durable and decompose after their release in the landfills.

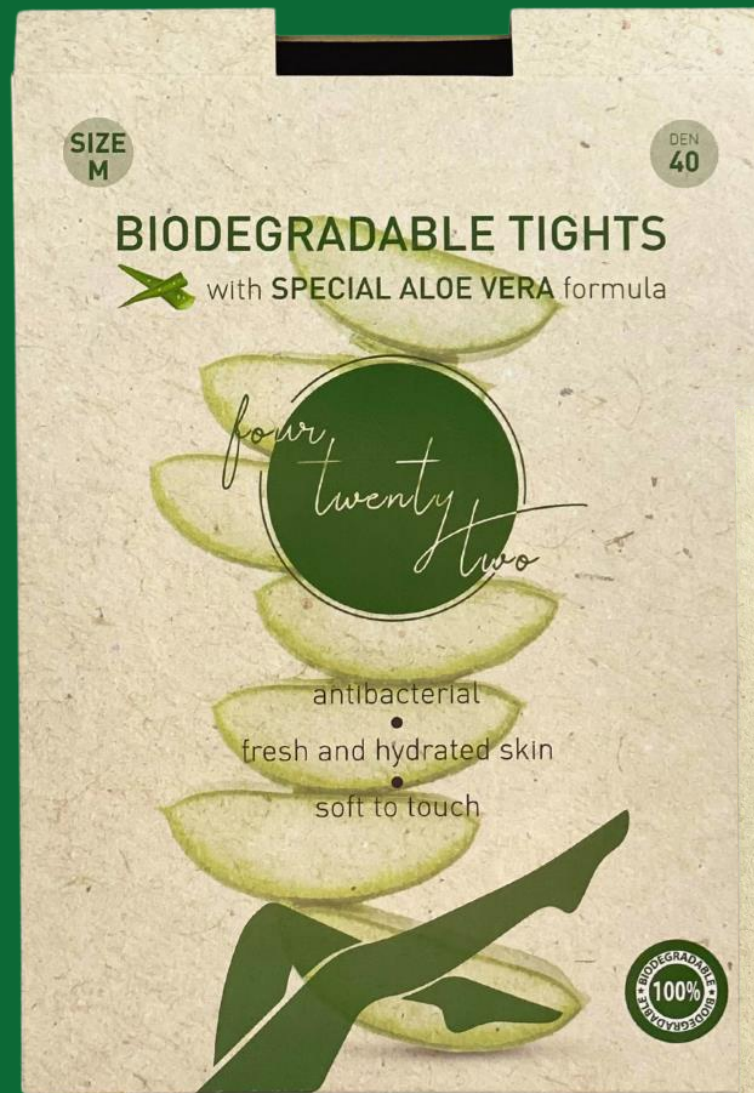


The tights market accounts more than **3bil. pieces** per year and less than **1%** are made of BIO materials. According to the researches, more than **50% of Gen Z** would be willing to pay more for a sustainable product, slightly higher than expressed by the general population (47.3%). The business potential is huge.

This is the FUTURE!

Current Product Portfolio

TIGHTS



KNEE TIGHTS



KIDS TIGHTS



SAME – SAME BUT DIFFERENT

The same look, the same feel, but better for the environment

ANTIBACTERIAL

Thermally treated to provide immediate use

FRESH & HYDRATED

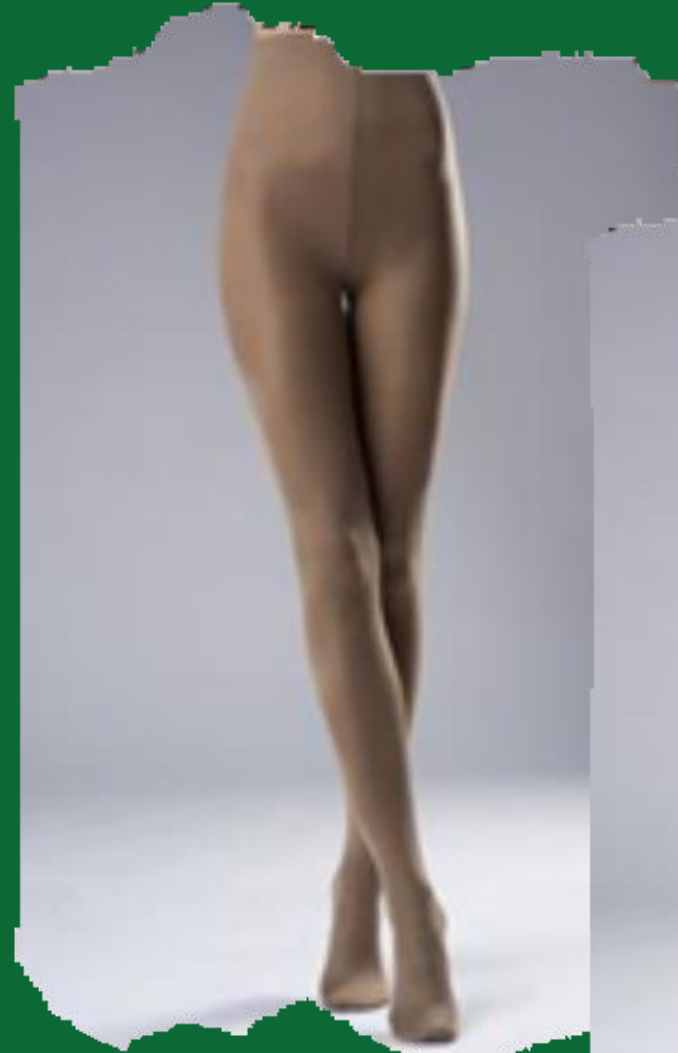
The Aloe Vera provides freshness & hydration for the skin

SOFT TO TOUCH

The new Amni Soul Eco® yarn gives special softness on the tights

Comprising 94% Amni Soul Eco® polyamide and 6% Lycra, with anti-bacterial organic color and Aloe Vera, these tights are ultra comfortable, and you can wear them all day, every day. You can feel the same softness on your skin for up to 5 washes.

Current Product Portfolio



Color Variations:
Black; Nut; Sun-Kissed;



Product Size:
XS, S, M, L, XL



DEN
20 / 40 / 80



KNEE TIGHTS



KIDS
COLLECTION

The Formula

*Antibacterial Organic Color
and Aloe Vera Extract*

Enhanced with SPECIAL ALOE VERA Formula



The aloe vera extract keeps the skin fresh and hydrated and protect the wearer from the unpleasant smell typical for other tights.



AMNI SOUL ECO® TECHNOLOGY

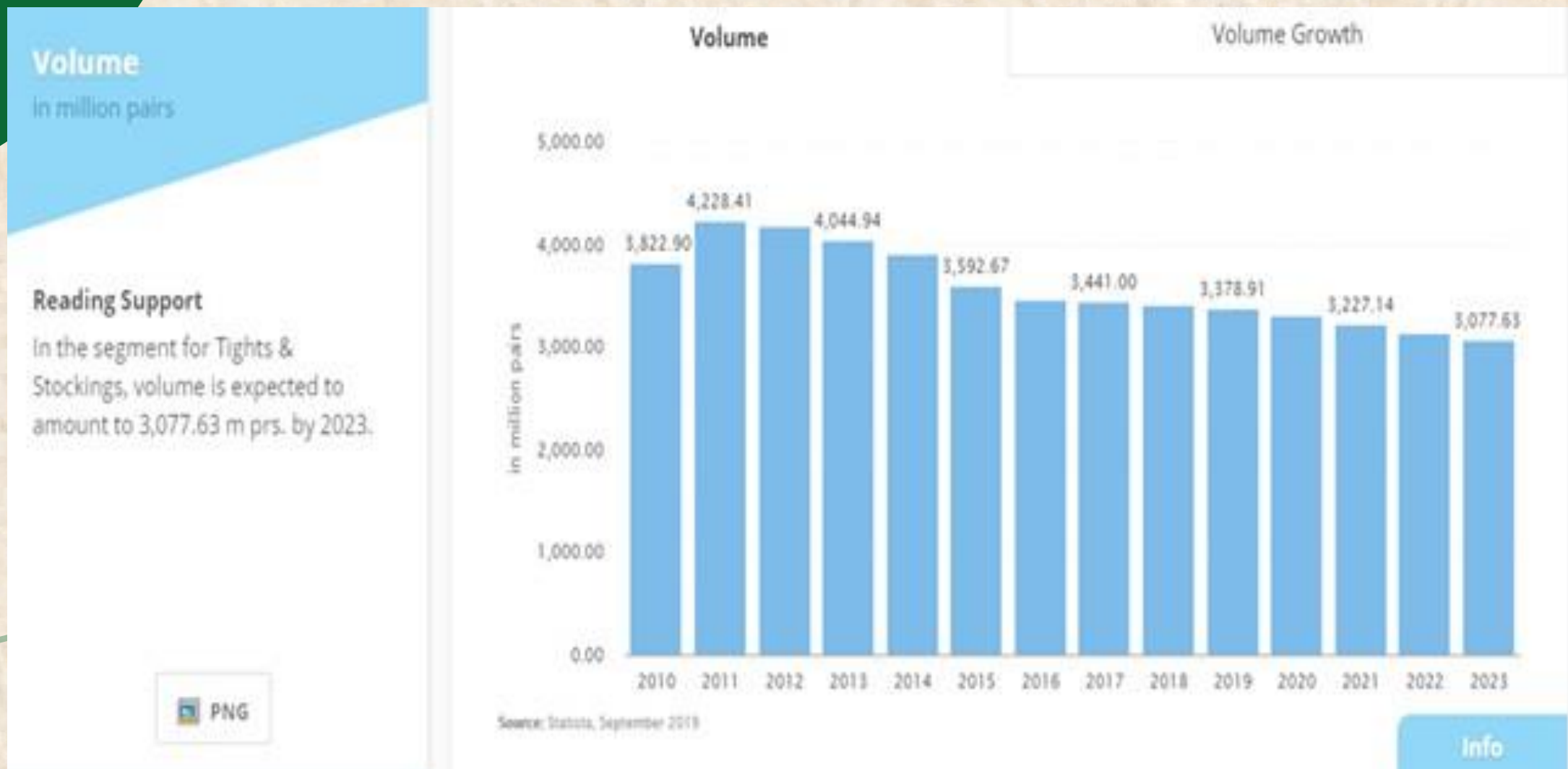
Amni Soul Eco® is a new generation technology used to produce enhanced, sustainable yarns that are highly durable and decompose after their release in the landfills.

Amni Soul Eco® reduces the ecological footprint and greenhouse gases by reusing water in the manufacturing process. The products developed using Amni Soul Eco® technology are made of enhanced polyamide which allows digestion of waste material by bacteria under specific landfill conditions.

This means that unlike other fibers that take decades to decompose, Amni Soul Eco® takes approximately three years* to be eliminated from the planet once disposed of, reducing the environmental impact and helping to create a better world for future generations.



The Market Outlook



Volume Growth by 2023

- 3.077,63 m pc.

Total Addressable Market (TAM):

- 30% of the total female buyers

Serviceable Addressable Market (SAM):

- 25+ (70%)

Serviceable Obtainable Market (SOM):

- 3%



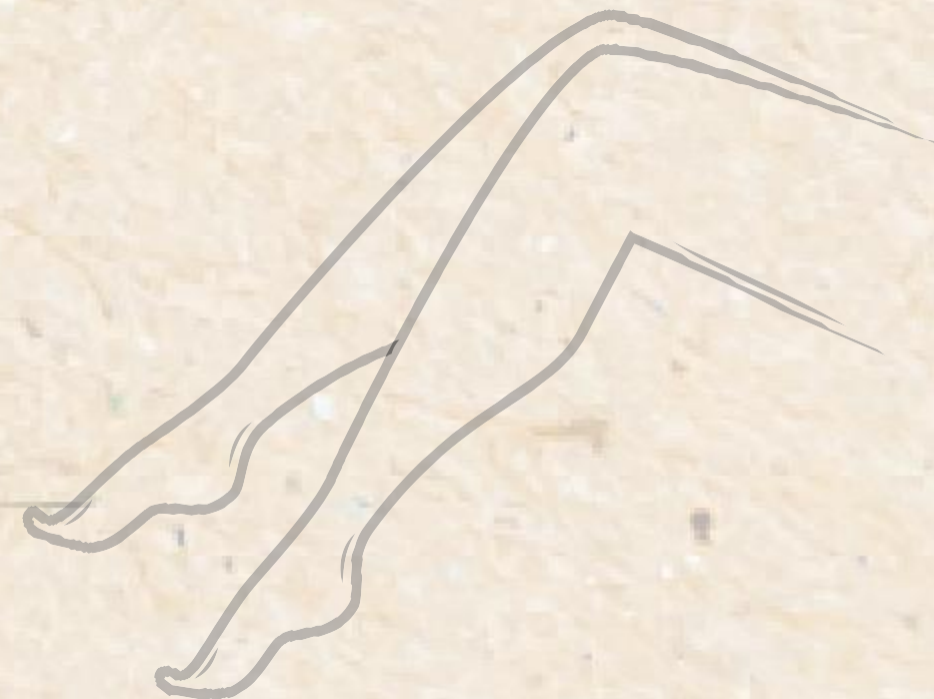
The Market Outlook



- Revenue in tights & stocking segment amounts to \$9.715m in 2018, and the market is expected to grow annually by 3% .
- Currently, only a handful of producers of green product in the tights and stocking industry
- All producers of plastic tights ranging from low cost (1-5 €) to high cost (25- 75 €) which comprises more than 99% of the total tights market.
- Younger buyers are more eco-aware. *Gen Z* as rising economic force is far more aware of the environmental effects than their elders.

61% of Millennials would pay more for eco-friendly products.

80% of Millennials are expected to spend \$150 Mil. on sustainable goods by 2021.



Sales & Promo Strategy

Who do we address to?

- 25 – 65y (consumers with higher well-being perceptions and green consumers that express a pro-environmental behavior)

What do we communicate (USP)?

- *The first Biodegradable Tights with Aloe Vera in the world!*

Where do we sell?

- *Retail / Specialty Stores / Drugstores / Pharma*

What do we sell?

- *Volume Builders (classic program)*
- *Profit Makers (designed tights / kids program)*



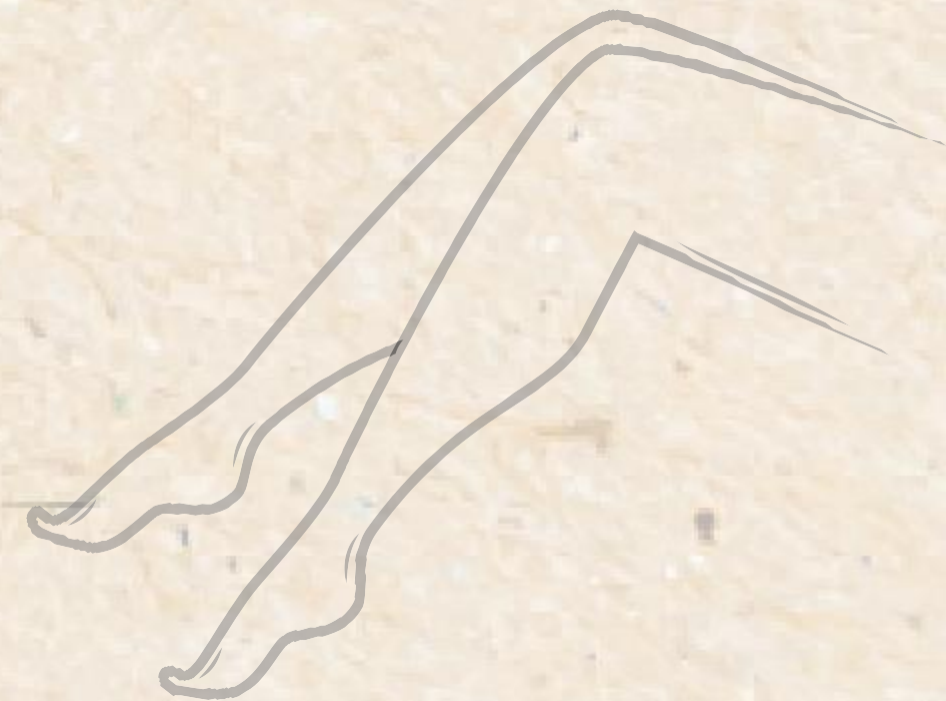
Promo Support



Partnership Proposal



- **Reliable & trustworthy partner**
- **Consistent in quality**
- **Educated & creative team**
- **Profit oriented mindset**
- **Continuous support on every Level**
- **Great Profit Potential**





give the customers
what they want:
a perfect harmony
between *fashion*
and the environment.





THANK YOU!

✉ info@fourtwentytwo.eu

🌐 www.fourtwentytwo.eu

📷 @four_twenty_two

📘 /4twentytwo