PIONEERS OF
PIONEERS OF TOMORROW
MISSION: SPRING/SUMMER 22
PIONEER®
AUTHENTIC JEANS

100% — DOWNLOAD COMPLETE

PIONEERS OF TOMORROW

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When your desire for freedom is stronger than the force of habit.

When you would rather run towards the next adventure with waving flags than play it safe.

When you do your thing — and perhaps even make the world a slightly better place in the process.

Then you are the ones who are shaping the present and conquering the future: Pioneers of Tomorrow!

PROTOCOL FS 2022

PIONEERS SHOW THEIR COLOURS

Pioneers of Tomorrow look to the future with positivity. The symbol of our pioneering spirit is our flag. It is a key element of our brand communication on our journey into the future.

Welcome to Mission: Spring/Summer 22.

A SIGNAL TO MOTHER EARTH

There is no 'Planet B'. That is why we are sticking to our sustainability course, because we need to rethink things and change our route so that the earth remains in the future what it has been for millennia: our home planet.

SUSTAINABLE MISSION CONTINUES

Pioneers of Tomorrow think and act sustainably: the percentage of organic cotton is continually being increased. Organic cotton is gradually being incorporated in every segment of the collection. In addition, eco-friendly fibres and recycled fibres will be used from the spring/summer 2022 season.

A lightweight denim has been exclusively developed for Pioneer, with organic cotton, recycled polyester and recycled viscose (Ecovero).

ORGANIC
COTTON

PIONEERS OF TOMORROW
ROVER
SATELLITE LINK
LIFE SUPPORT

MARS SENDS GREETINGS

PIONEER RED EDITION — the premium range in our solar system. The entire collection shines with galactic details, such as the red button and red rivet. And with the rock samples from the blue planet, you can give your jeans individual character — completely in keeping with your style.

CRAFTSMANSHIP

HANDCRAFTED combines the quality of craftmanship with the wealth of experience acquired over the course of four decades of PIONEER history.

ANALYSING SAMPLE...

WEIGHTLESS

MEGALIGHT: Light, summery fabrics made from the finest threads: an unimagined lightness characterises the entire collection. And even though you feel almost weightless in them, you nonetheless sense their immense attractive force.

VELOCITY: 187KM/H
PITCH: 42,7°
DISTANCE: 213 UNITS

GOOD
VIBES

PIONEER

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