



Collection report Spring/Summer 2022

PIONEER AUTHENTIC JEANS

"PIONEERS OF TOMORROW"

The "Pioneers of Tomorrow" are focussed on the future in a positive way. They want to make a difference and to shape our future and that of our planet in a positive, sustainable manner. They're doers, explorers, and humanitarians.

This spectacular campaign was created in a futuristic, out-of-this-world setting on Fuerteventura. The campaign depicts the new pioneers as travellers to Mars and portrays the life of these first newcomers to the red planet in a playful way. It shows the awakening of a desire for a better world, for adventure and freedom.

Pioneer Authentic Jeans is launching a completely new brand identity for the Spring/Summer 2022 season, in which a pioneer flag, symbolic of the pioneering idea and future orientation of the brand, is incorporated as a central element and key visual in the communication.

The collection focusses on lightness, elasticity and sustainability.

PIONEER'S "SUSTAINABLE MISSION" CONTINUES

Organic cotton + eco-friendly fibres

"Pioneers of Tomorrow" think and act sustainably: the proportion of organic cotton is constantly being increased. Organic cotton is gradually being integrated into all segments of the collection. In addition, eco-friendly fibres and recycled fibres will be used starting with the Spring/Summer 2022 season.

NEW:

1. A **lightweight denim with organic cotton**, recycled polyester and recycled viscose (Ecovero) has been developed exclusively for Pioneer.
2. The new line of organic cotton pieces incorporating **Coolmax technology** is ideal for summer temperatures. It wicks moisture away from the skin to the surface of the fabric, where it dries faster.

There's no such thing as "Planet B". That's why we're keeping to our sustainability target: we need to rethink and adjust our route, so that in future the earth remains what it has been for thousands of years: our home planet.



Colours

Flat fronts:

The harmonious colour palette of natural shades, such as off-white, nature, sand, khaki, navy and light grey is perfectly complemented by strong colours, such as crystal blue, jade green, redwood and mango.

Denim:

Fresh shades of blue and light washes form the core of a timeless colour palette. All-time classics such as white, light blue, blue, blue/black, grey and beige complete the picture.

Pocket linings in perfectly coordinated colours provide the finishing touch to the summery colour scheme.

Megaflex

The look, recovery and feel of the Megaflex fabric cannot be beaten. Megaflex takes elasticity and comfort to a whole new level. Thanks to their extraordinary wear resistance and flexibility, these jeans really give you a wonderful sense of freedom. These pieces are also a part of Pioneer's sustainability concept and are made with organic cotton.

New: a high stretch, high-performance denim with an elasticity of over 90%.

FEEL THE DIFFERENCE – INFINITE MOVEMENT

Kommentiert [AD1]: Im Original steht "infinity" aber im Englischen wäre "Infinite" das richtige Wort.

Smart Line

With the newly developed "Smart Line", Pioneer showcases modern, contemporary cuts in exclusive quality fabrics with great attention to detail under the slogan "Product with character". High-quality waistband labels, hang tags and back cards with an elegant embossing portray the "Smart Line" as an exclusive, high-quality range.

Models:

1. Lance combines a casual, chino shape with a comfort waistband at the sides, patterned lining on the inside of the waistband and pockets, buttons made of corozo with P-seam and an embroidered logo lettering on the back pocket. Hem: 34 cm Yarn-dyed, textured pieces, summer jersey and printed soft-touch fabrics herald the start of summer.



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2. Lewis joggers with elasticated waistband and tie cord have a contemporary feel. Here too, sophisticated detailing, an embroidered logo and high-quality buttons made of corozo convey the highest level of exclusivity.

Handcrafted

The Handcrafted philosophy combines the vast wealth of craftsmanship with the rich experience of PIONEER history, spanning four decades.

Elaborate finishes, quality features and authentic denims form the basis for genuine heritage products.

New: the Eric model has been relaunched in a straight fit made from organic cotton. The perfect combination of a rich heritage and sustainability.

Red Edition

With the RED EDITION line, PIONEER AUTHENTIC JEANS is breaking new ground without changing the unmistakable DNA of this segment.

These jeans are characterised by a passion for detail. Striking style elements of the Red Edition line include vintage leather patches with a red edge colouring, a red background for the studs on the rear pocket and a red fabric bag with a small pumice, giving wearers the opportunity to customise their jeans at a later date.

New: the Ryan slim-fit design was successfully introduced in the Red Edition last season and further extended for Spring/Summer 2022 with a high-performance piece with an elasticity of over 90% in a denim made from eco-friendly fibres.

Megalight “FEEL LIGHT”

Summery, lightweight fabrics made from the finest yarns and lightweight textures are perfect for the warmth and freshness of the season. Ultra-lightweight, premium stretch pieces and a 7oz lightweight, stretch denim complete the collection.

Shorts

The range of models in the shorts segment has been given a fresh, new look: chinos, 5-pockets and cargo styles impress with fashionable details, such as embroidery, new buttons and new waistband labels.

Highlight: Chris sports cargo shorts with numerous details and Joris chinos in an on-trend linen look.



PIONEER TOPS

Inspiration

With the Spring/Summer 2022 Collection, Pioneer Authentic Jeans takes you on a journey through Cuba, the land of colourful house facades, vintage cars and Caribbean exuberance. A casual summer collection full of emotion has been created, inspired by the colonial city of Havana with its colourful streets, dreamy tropical beaches and hot salsa rhythms.

Discover the Caribbean spirit in the colours, prints, all-over patterns and lovingly designed details, such as embroidery and labels.

Colours

Navy and aqua tones are reminiscent of the turquoise-blue waters of the Caribbean Sea, while washed coral and vanilla are inspired by the colourful facades of Havana. The collection is rounded off by a neutral white and light grey.

Sustainability

The topic of sustainability is also taken into consideration across all segments for tops. Natural and sustainable materials, such as organic cotton, Tencel blends, lyocell and recycled fibres are increasingly being used.

T-shirts

Casual round-necks, V-necks and Henleys are presented in colourful, vintage prints, while palm prints and all-over floral prints in aqua tones underline the Caribbean vibe. Jacquard stripes and inside print techniques reflect Cuba's lightness in their colours. Jerseys with soft dip dye colour gradients, cold dye T-shirts and interesting vintage effects add to the fashionable feel.

An indigo laser print with a heritage look is showcased for the Red Edition. In the Megaflex range, the focus is on a V-neck in sustainable two-tone yarns.

Polo shirts

For polo shirts, light washes in aqua and coral tones reflect colourful Havana. Palm motifs are shown as abstract-effect indigo prints (Red Edition) or minimal patterns in organic cotton. Piqués in fashionable



colour gradients, brightly coloured pigment-dyed polo shirts and striped polos with sporty denim collars and breast pockets give off a holiday vibe and are the must-haves of the season.

Shirts

The big themes for this season are brightly coloured checked shirts, linen and linen blends in summery plain colours, stripes and floral prints, along with washed looks. There are also light backgrounds with all-over floral prints or minimal patterns. The flexible Megaflex shirts are available in plain colours and with minimal all-over prints. A summery, slub denim, long-sleeved shirt, as well as a super-lightweight, checked denim and a floral print in a short-sleeved shirt round off the range.

Sportswear

The diverse dyeing and washing techniques in the sportswear collection enhance the fashionable and authentic character of this segment. An indigo sweatshirt for the Red Edition forms a distinctive accent. For a real Caribbean vibe, a pair of shorts in a lightweight fleecy terry fabric in a washed look is a must-have. A sweat jacket for cooler summer evenings is another highlight of the collection.

Knitwear

The summer knitwear consists of lightweight cotton yarns. Cold-dyed round necks pick up on the colours of the season. Exciting textures provide new interest that makes for a natural look when paired with organic and recycled cotton. A lightweight jacket or knitted blouson is an ideal companion for cooler, summer evenings.