

SPOONYARD Spring/Summer 2022 advertising campaign

Chapter 2 - Free Solo

HONG KONG, May 3, 2022 /EINPresswire.com/ -- [SPOONYARD](#) presents chapter 2 - the brand's Spring / Summer 2022 campaign, captured in the landscapes of Pyrénées; a mountain range straddling the natural border of France and Spain. The Pyrénées display a rich and diverse landscape made up of snow-capped mountain peaks, rocky and rivers, takes us on an [adventure](#) with SPOONYARD newest collection "Free Solo".

SPOONYARD implements its brand philosophy that crafting the equilibrium between Fashion and Technology, urban and nature. Break free from restraints, conquer all terrain with contemporary aesthetics. The collection is built around providing protection from outdoor adventure that can also be worn in a leisure situation, features an expansive array of hi-tech [outdoor garments](#) made with urban style.

The 3-layer tech shell jacket is crafted from 3-layer waterproof-breathable fabrics, the functional membrane is sandwiched between an outer face fabric Polyester and an inner lining Nylon which are tech fabric common in high-end rainwear, making it one of the label's most functional offerings. COOLMAX® 3D pockets blazer made of easy care Polyester Technology fabric, quick dry and moisture wicking that are designed to help you beat the heat. Other pieces in the collection, like water resistant nylon mesh lined jacket, eco-friendly water repellent SOLOTEX® chino pants, multi pockets fashion vest and accompanying accessories such as messenger bags and bucket hats round off the expansive assemblage.

Sustainability and animal protection is part of the brand DNA. SPOONYARD respects the



connection between all living beings. Most of the packaging material is made of Biodegradable Landfill material, also avoid using material that caused suffering or harm to any animal such as down feather and leather. SPOONYARD believes small changes in life, create big changes in the world.

The Spring/Summer 2022 collection is available from April at www.spoonyard.com and in stores.

Photographer: Felix Schaper

Models: Nicolas Sane

Production: Septembre00

Instagram @Spoonyard_official

Facebook @Spoonyard

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SPOONYARD

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Spoonyard SS22 Adv image



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