



Innovation Journal

SPRING/SUMMER 2018

Change Seekers

At KNOWLEDGE COTTON APPAREL, we've placed innovation at the heart of our business.

We believe in innovation to make change. And teamwork.

For us, thinking differently is the only way to change the world.

Innovation and teamwork will bring us further – in fashion, in sport and in our lives.

To us, California is the oracle of innovation.

A vast melting pot where cultures clash into each other as nowhere else on the planet.

It's a vibrant place of joy, happiness, innovation and completely craziness.

On our mission of cutting CO₂ emissions in our everyday life, we are adding functional accessories to our SS18 collection.

Here at KNOWLEDGE COTTON APPAREL we love the natural world, and our mission is to help preserve it in any way we can.

It's time to innovate!

Photos — www.mingophoto.com
Design/Layout — The Directive Collective



HEAD OFFICE

Nystedvej 11,
7400 Herning
Denmark
Phone +45 70209031

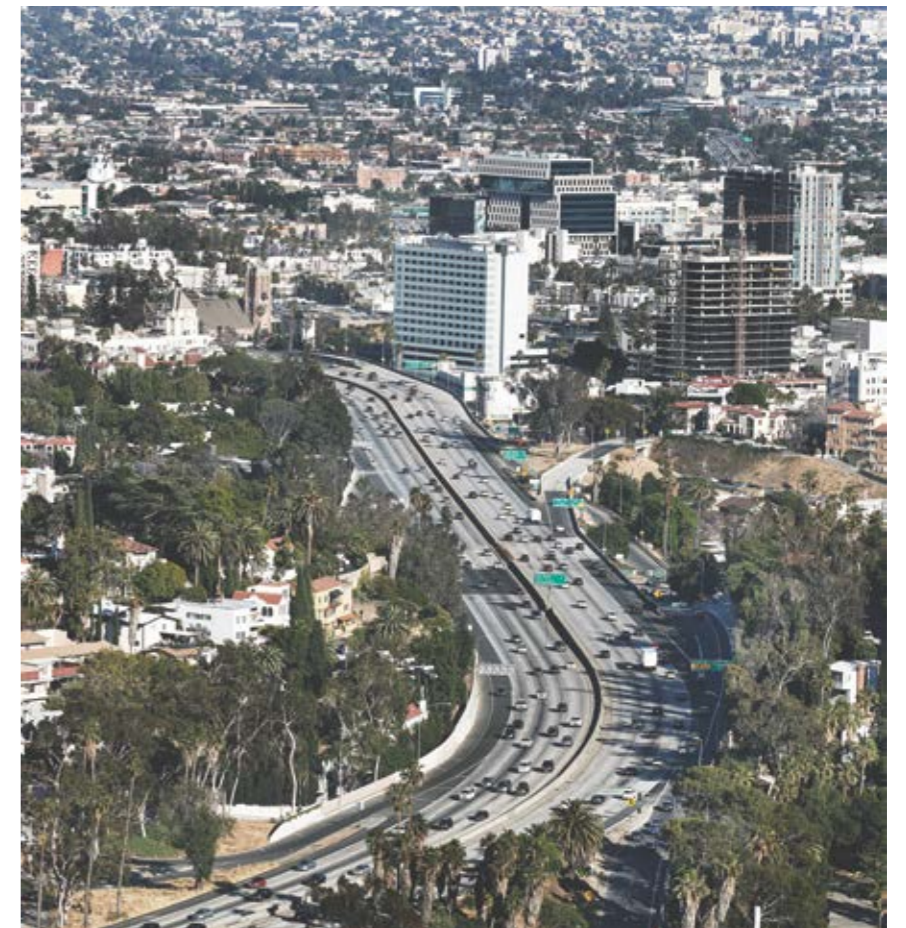
info@knowledgecottonapparel.com
www.knowledgecottonapparel.com



Desert Palisades

33°50'59.6"N 116°33'57.5"W
Installation view of Doug Aitken, MIRAGE, 2017
Photography by Mingo
Courtesy of Doug Aitken





Los Angeles

34°03'N 118°15'W

In the fight against climate change, it's easy to feel powerless in big cities where pollution and waste are an everyday problem.

L.A. is buzzing — and with its diverse culture and landscape, it emanates a special vibe that makes it the perfect hotbed for innovation.

But these are also often the places where creative people are starting to take innovative approaches to live in a more sustainable way.

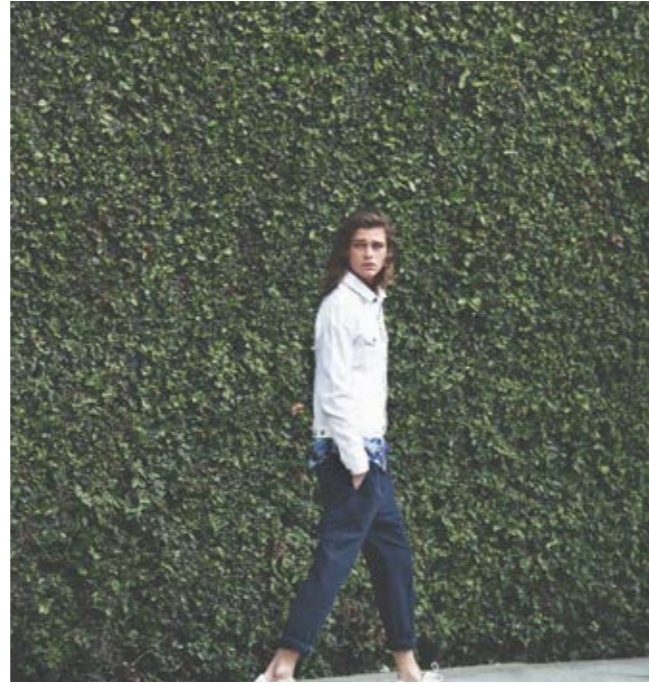


VENICE

HOP
POSTER \$5 each
EGYPTIAN EXPOSITION
VENICE MASSAGE
HENNA TATTOOS







Sustainable Practices

At KNOWLEDGE COTTON APPAREL, we aim high!

Our garments are produced by certified manufacturing partners using sustainable methods and materials.

Our goal for 2020 is to have recycled more than 4.5 million plastic bottles.

100% Organic Woven Cotton apparel is durable, hard-wearing and will last for a long time and ensure the Earth will too.

Our goal for 2020 is to save the environment from 800,000 Liters of chemicals and pesticides, through the use of organic cotton and sustainable materials.

CO₂ or Carbon Dioxide is currently the largest threat to the environment. Humans add Carbon Dioxide to the atmosphere when they burn fossil fuels or drive vehicles powered by gasoline.

Our latest objective for 2025 is to become 100% Carbon Neutral throughout our supply and distribution chain by shifting to Carbon Neutral factories that are 100% powered by green power.

By purchasing **KNOWLEDGE COTTON APPAREL** clothing, you help support organic and sustainable principles. You are part of a positive circle that will help change the world.

Thank you for helping us fulfill our promise!









"I am Generation Z.

*I live with my family in Los Angeles,
California and skate, surf and live life...*

*My Generation will need to fix what
yours has broken.*

Please think sustainable now!"



TODA PERSONA DEBE
OBTENER EL PERMISO
DEL DIRECTOR ANTES
DE ENTRAR A UN
SALON DE CLASE O
A CUALQUIER SITIO
DE LA ESCUELA

Reglamento de la Junta 1265

PERSONS MUST OBTAIN
APPROVAL OF THE
PRINCIPAL BEFORE
VISITING IN
CLASSROOMS OR ON
SCHOOL GROUNDS

Board Rule 1265

DO NOT
LOCK
GATE

TOBACCO-FREE
FACILITY



TOBACCO USE IS PROHIBITED IN ALL
SITES OWNED/DISTRICT PROPERTY
LOS ANGELES UNIFIED SCHOOL DISTRICT

THIS GATE MUST
REMAIN LOCKED
BETWEEN
8:20 AM thru 2:30 PM
MONDAY thru FRIDAY



KnowledgeCotton Apparel











When Innovation Meets Sustainability

What's one of the most important key drivers for innovation?

That's right, sustainability.

After all, to ensure we leave the world a better and greener place for future generations, and to enable us to act and produce even more sustainability, innovative thinking is required.

From clothing made from seaweed to accessories made from pineapples we've seen first hand what happens when technology and fashion mix.

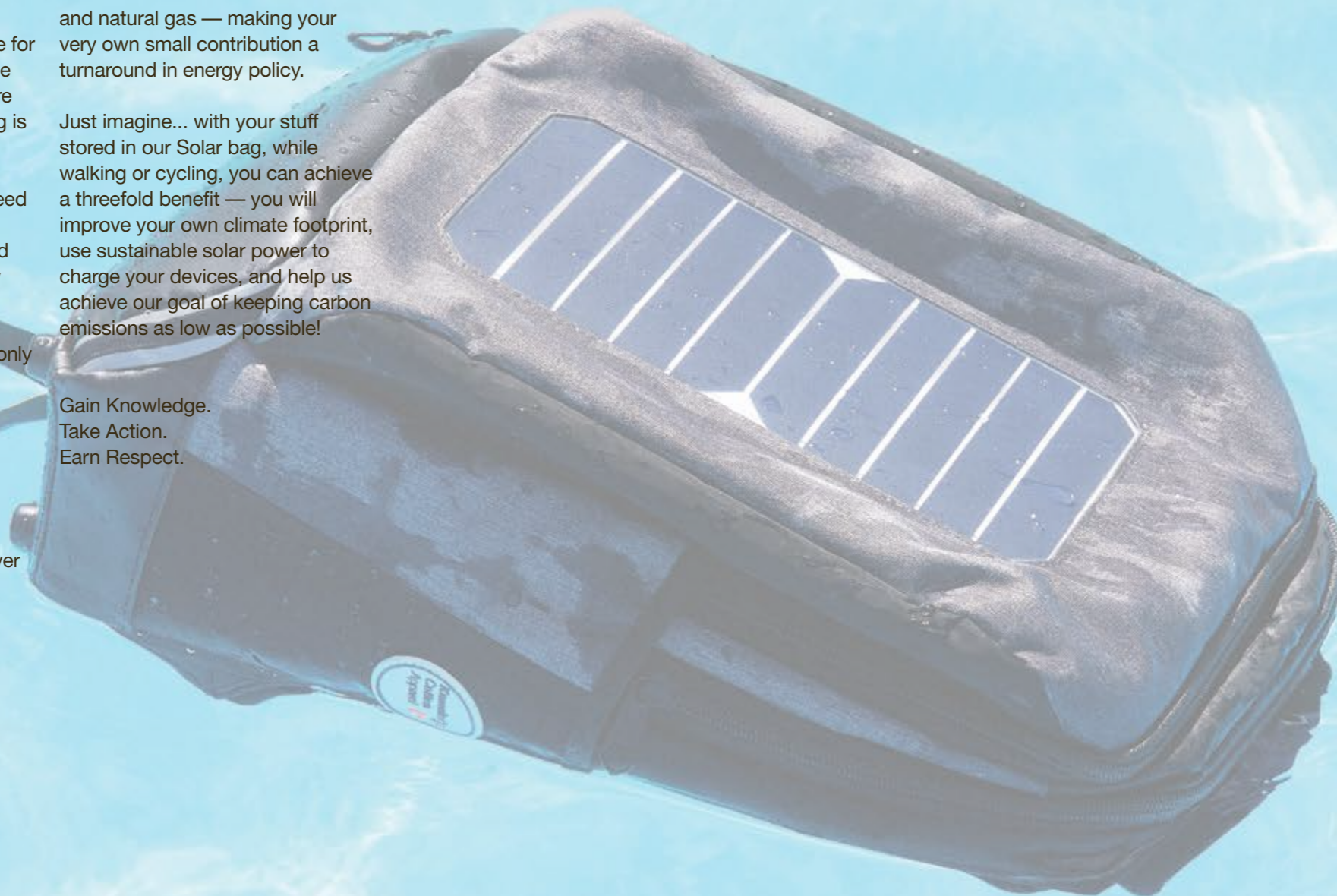
But what if your clothing wasn't only produced ecologically, but could also help to protect our planet?

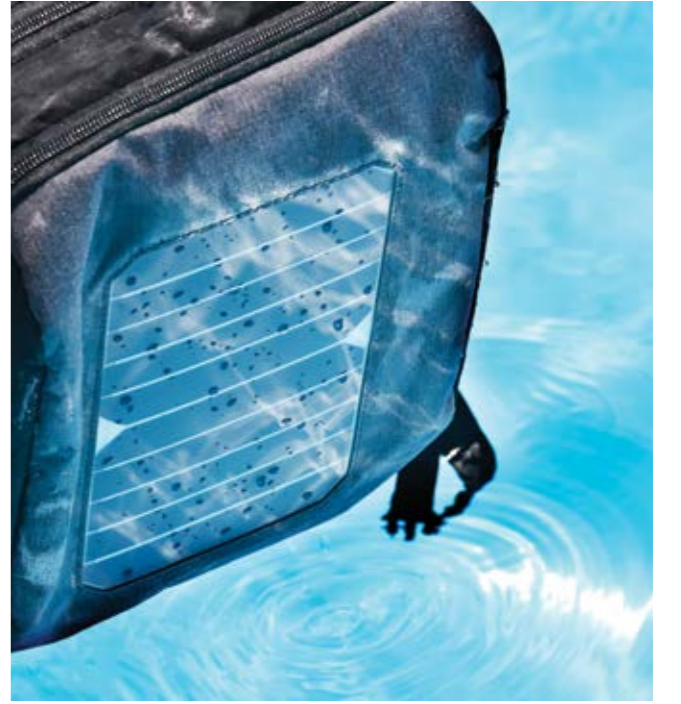
At KNOWLEDGE COTTON APPAREL, we asked ourselves precisely this question and developed an idea — bags with integrated solar panels. Whenever you're out and about, you can therefore take advantage of the sun's energy and charge your smartphone or laptop.

With the bags from our new Solar Collection, you won't only be way ahead in the style stakes, but will also conserve fossil energy from fuels like brown and black coal and natural gas — making your very own small contribution a turnaround in energy policy.

Just imagine... with your stuff stored in our Solar bag, while walking or cycling, you can achieve a threefold benefit — you will improve your own climate footprint, use sustainable solar power to charge your devices, and help us achieve our goal of keeping carbon emissions as low as possible!

Gain Knowledge.
Take Action.
Earn Respect.





3 Questions

FOR DANIEL BJØRNHOLT

Environmentalist and one of the most successful youth sailors in Denmark's history



Around the world with a guilt-free conscience – as huge fans of wind-powered transportation, KNOWLEDGE COTTON APPAREL has joined forces with professional Danish sailing team, the Youth Vikings Denmark. And with Daniel Bjørnholt, the team's skipper, we have found an environmentalist who is just as enthusiastic as us.

KCA: *Daniel, why did you choose to team up with KNOWLEDGE COTTON APPAREL?*

Daniel: It's a great honour for us as sailors to represent a company that takes the pollution of the world's oceans so seriously! After all, we don't only see the pollution in the water, but also feel the climate changes on our own bodies, and I think that any sailor from around the world would agree. KNOWLEDGE COTTON APPAREL also represents new and innovative ideas that matches our young profile very well.

KCA: Speaking of innovative ideas, what are the most important engineering innovations in sailing sports and what role does clothing play? Can clothing improve your chances of winning?

Daniel: By far the most important innovation is the development of hydrofoils that can lift the boat out of the water. The engineers are constantly designing new shapes to maximize speed by reducing water resistance. The second most important development is the wing sail that gives the boat power.

Being comfortable makes it easier to get into the flow and improve your performance. And in addition to that, we can go sailing with a cleaner conscience, knowing that wearing KNOWLEDGE COTTON APPAREL clothing is helping to keep the oceans clean and take care of our planet.

KCA: Here at KNOWLEDGE COTTON APPAREL, we believe in teamwork – another reason why we love sailing. Why is team spirit so important to the success of a sailing team?

Daniel: The whole team spirit idea is what holds the team together and makes it one in the first place. It is extremely important to have common goals and values when you set your expectations, otherwise it might lead to disagreements.

Set sail and cast off! Join the Youth Vikings Denmark and KNOWLEDGE COTTON APPAREL in our mission for a cleaner planet!

“I don’t only see the pollution in the water, but also feel the climate change on my own body, and I think that any sailor from around the world will agree. For me, yourself and our nature, please think sustainable.”

— Daniel Bjørnholt,
sailor and environmentalist





DEN



Cotton Apparel











Hamilton, Bermuda

32°18'N 64°47'W

Home to the 2017 America's Cup, the tiny island nation of Bermuda is a colorful, subtropical climate full of pink sand beaches, cerulean blue waters and Crystal Caves just over 1000km off the Eastern seaboard of the United States in the North Atlantic Ocean.

It is here, in Hamilton, Bermuda, that we caught up with Daniel Bjørnholt and the Danish Youth Vikings Sailing Team while exploring the island vibes, colors, prints and nautical inspiration in building our Spring/Summer 2018 Collection.

INNOVATION
Bermuda

GAIN KNOWLEDGE. TAKE ACTION. EARN RESPECT.



On Innovation

In today's rapidly changing world, the global fashion industry is no stranger to new developments, both in presentation and in demand of product value.

Here at KNOWLEDGE COTTON APPAREL we take these developments seriously — change as a key driver that has been at the core of our business throughout our history.

We surround ourselves with innovative people who also strive to seek new solutions that are smarter and better for our world.

We invest in innovation and sustainability to stay ahead of the game and to feed change in our business.

In supporting change, we support businesses and people around the world that are motivated by sustainability and innovation.

It is on this mission, that we have engaged to cooperate with the best sailors set to represent Denmark at the America's Cup to be held in Bermuda, in the summer of 2017.

The America's Cup is state of the art when it comes to innovative boat engineering and team work perfectionism.

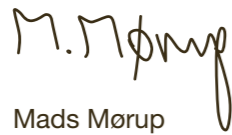
Our SS18 Collection, is called "CHANGE SEEKERS" because we embrace change and possibility.

Today, more than ever, we need to reflect on the choices we make in our lives. Reflections that enable us to see our surroundings, our actions, and our own world from different perspectives.

These principles are the no better represented than in MIRAGE by Doug Aitken — a state of the art piece located in the desert of Palm Springs. This mirror house is all about reflections — those real, in our dreams and in our future.

At KNOWLEDGE COTTON APPAREL, we'll always stay true to our mission of designing innovative and sustainable fashion that will live to inspire the upcoming generations.

I'm happy to share our latest Spring/Summer 2018 collection with you.



Mads Mørup
CEO and Founder
KNOWLEDGE COTTON APPAREL



Our Mission

At KNOWLEDGE COTTON APPAREL we believe in sustainable menswear that makes a difference.

To us, fashion is much more than the fabrics we wear on our body. It is also about people and the environment.

We produce timeless and sustainable products and promote fashion choices that are as clean and natural as possible.

It is our mission to provide the conscious male consumer with sustainable fashion choices — without making any compromises when it comes to style, comfort or quality.

Photos — www.mingophoto.com
Design/Layout — The Directive Collective



HEAD OFFICE

Nystedvej 11,
7400 Herning
Denmark
Phone +45 70209031

info@knowledgecottonapparel.com
www.knowledgecottonapparel.com



Desert Palisades

33°50'59.6"N 116°33'57.5"W
Installation view of Doug Aitken, MIRAGE, 2017
Photography by Mingo
Courtesy of Doug Aitken