Scandinavian Brand Rockay launches Timeless & Sustainable Sports Apparel Line Inspired by Nordic Nature

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May. 31st, 2021, Copenhagen, Denmark: Rockay, a sustainable sportswear brand from Denmark, launches its second ethically-made collection. Inspired by Nordic nature and powerful landscapes, the collection utilizes recycled, eco-friendly materials and revolutionary antimicrobial odor technology. The products are available at rockay.com.

After a successful first line in 2020, Rockay continues its journey on consciously-made, durable and sustainable products for maximum performance, using clean silhouette designs and the latest cutting-edge fabrics and technology. The new collection includes men's and women's Half Tights, Run Vest, Track Jacket, Track Pants, 20four7 T-Shirt, Tech T-Shirt, Run Belt and Headband.

Rockay operates by three core values: **performance, durability, and sustainability.**

The new apparel is inspired by the powerful terrains and natural elements of the Nordics. With a minimalistic design and a neutral color palette, the range offers an elevated and timeless approach, with pops of green, blue, and red for a burst of energy.

Rockay steers clear of harmful and raw materials, choosing post-consumer recycled polyester made from marine plastic waste (**SEAQUAL**), **REPREVE® recycled polyester** made from recycled materials, including plastic bottles, and an Italian-made 6.6 polyamide fibre with the lowest certified environmental impact (**Q-NOVA**). Q-NOVA is obtained from regenerated waste materials from production. In comparison to traditional polyamide, Q-NOVA reduces CO2 emissions by 45%, consumes 39% less water and uses renewable energy.

To live up to its mission in sustainability, Rockay fabrics and manufacturing processes are **certified by relevant industry standards**, including:

- BLUESIGN for full traceability of textile's path in sustainable processing and manufacturing;
- OEKO-TEX® Standard 100 where textiles are tested for harmful substances, indicating high product safety and customer confidence;
- Global Organic Textile Standard (GOTS), stipulating requirements throughout the supply chain for ecological and labour conditions in textile and apparel manufacturing using organically produced raw materials.

On top of using premium sustainable materials, Rockay went a step further with two new anti-odor technologies: HeiQ PURE and HeiQ FRESH. The technologies address body odors, bacterially derived odors, air purification, as well as accumulated effects on synthetic fibers ("permastink") through a bio-based, recycled composition. Thanks to the HeiQ technologies, Rockay apparel remains odor-free, resulting in wearing more and washing less, further increasing their eco-credentials.

Additionally, Xpore is the leading waterproof-breathable textile technology that provides the conscious user with all-weather protection and exceptional comfort. Xpore is lightweight, fast-drying, eco-friendly, and non-toxic.

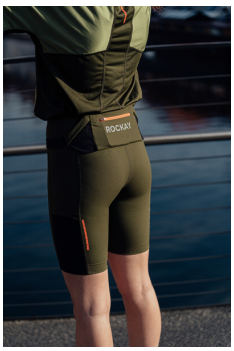
"This collection is part of our ongoing passion for performance-ready, durable and sustainable clothing that you won't throw away the next season. It's timeless and we've put so much effort into sourcing the best materials, then testing and perfecting every single detail, to inspire our runners for new miles." - Daniel Chabert, Rockay founder and CEO

Rockay acknowledges the responsibilities of running a sustainable brand. The approach is always with honest intentions, but there is undoubted room for improvement and Rockay is constantly open to embracing new technologies and materials. The team strives to maintain transparent communication and a strategically planned supply chain, to support its mission for quality, high-end products that minimize environmental impacts.

Media:















About Rockay

Rockay is a premium performance-wear brand on a mission to provide world-class products of exceptional quality and durability that adhere to the core values of performance and sustainability. Designed with the most acute attention to detail, supreme materials, and tested by professional athletes, Rockay strives to provide an alternative to fast fashion and low-quality sports products, for running and outdoor enthusiasts, while helping clean the oceans and inspire a global sustainability movement.



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