

Urban



FALL 2019

LOOKBOOK

Rains

Material life second cycle

The rain has long been a source of inspiration and romantic incite to poets, artists, and lovers alike. Ironically our scuffles with an umbrella are far from romance and inspiration. As cheap umbrellas continue to threaten the environment, Urbanella aims to inspire interaction between busy city dwellers, and depict a graceful aesthetic of dancing in the rain; with a recyclable and shareable rain gear.

Urbanella is made from second life materials. The main textile is recycled polyester, with a breathable coating of waterproof 5000 mm, GRS and OEKOTEX certified Yarns.

URBANANELLA



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THE ZIPPER
AND CORDS
ARE MADE
FROM
MATERIAL
RECYCLED
MATERIALS.



Urban Rains



10



Retail Price
Pouch+Hood+Wearable gear
220 euros

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contact

info@urbanrains.com

urbanrains.com