

Back in 1995, we ventured together towards new opportunities, with our minds in the past and our eyes at the future. We wanted to revolutionize, create a nostalgic "movement," based on the message that we should always remember and cherish what we love, as we move on to new endeavors. In 1995 we felt the waves under our board, the snow in our boots — we traveled, but came back. Back to the ground and to our home on the peninsula of Jutland, Denmark. As we took stock on our newfound outlook, we learned to bridge the gap between innovation and conservation, between expressive apparel and timeless clothing. This is our Revolution of 1995.







Situated in Jutland, Denmark, Revolution have been making conscious streetwear based on a slow fashion principle since 1995. Driven by an ambition to provide affordable yet durable menswear to a style-considered consumer, Revolution's collections emphasize on expressive looks, comfortable fits and attention to details. Taking inspiration from cultural nostalgia, graphic design, urban sports and vintage clothing, Revolution launches two contemporary collections as well as two revolutionary capsules every year.

Never wavering from the standpoint of being a staple Scandinavian streetwear label, Revolution continues to explore trends while holding on to the core identity and heritage of the brand.

# We are Revolution

# Freedom of

# expression

As a sign of pride, progression, and positivity, our logo marque is meant to encourage freedom of expression. The flame is steady, the hand is at ease, and the stroke is light, all to symbolize hope in all personal endeavors. As an apparel brand, we want to enable you to stand tall and express yourself in your individual revolution. Whether you are a city boy, an outdoorsman, or just an average joe, we believe you deserve durable quality clothing, which supports your choice of lifestyle.



At Revolution, responsibility is first and foremost about being conscious of how our existence has an environmental and social impact. We strongly believe that every decision we make should be based on empathy for every being and entity they might influence. Consequently, we have created sustainability initiatives with all of our business influentials; our organization, our suppliers, and our consumers.

At our domestic facilities in Aarhus and Copenhagen, we are determined to finalize our transformation into an even more sustainable organization. Based on our conscious organizational culture, we wish to generate positive change with our suppliers and our consumer with the following initiatives.

# Responsi- bility is key



# Milestones



50% Sustainable  
15% Partly sustainable  
35% Not sustainable

65% Sustainable  
20% Partly sustainable  
15% Not sustainable

80% Sustainable  
15% Partly sustainable  
5% Not sustainable

First of, we have defined three major collection milestones indicating the percentage of sustainable items within the collection. When referring to sustainable items, we address organic and/or recycled fibres used at factories, which has perfect working conditions. These factories have a BSCI (Business Social Compliance Initiative ) certificate and use yarns which are either OCS (Organic Content Standard), BCI (Better Cotton Initiative), GOTS (Global Organic Textile Standard) and/or RWS (Responsible Wool Standard) certified, just as they use recycled 3M™ Thinsulate™ or Sorona® Eco-efficient Performance Fiber for padding.

\*We are happy to announce that we have reached our goal of a 50% fully sustainable production for AW20 and will keep working hard to reach our milestones defined for 2023 and 2025.

Our suppliers represent our main upstream partnerships, meaning suppliers of fibers and factories producing garments, trimmings, packaging, and final clothing items. When sourcing or initiating a sample or bulk production, Revolution is mindful of the activities set in motion when doing so. We have used the same suppliers for 25 years which has resulted in a close relationship – with years of daily contact, frequent visits, and successful mutual businesses, we have earned loyalty, respect as well as insight and transparency throughout the supplier tiers. Consequently, we have knowledge of how our orders influence upstream activities, and with this knowledge, we have initiated a new concept called Evergreen.

Socially and environmentally sustainable and based on a slow fashion principle, Evergreen is a full-range collection consisting of durable, monochrome products, all made of recycled fibers and/or organic cotton. Furthermore, they are produced under the best possible working conditions and has been tested for harmful substances. Stay tuned for Evergreen launching with our AW20 collection.

# Evergreen



Every second, the equivalent of one garbage truck of textiles is landfilled or burned. We harvest nature's resources in order to create garments, which we use, but quickly discard when we no longer want them. This behaviour is founded in The Industrial Revolution and because of it, our planet is suffering. We need a new revolution.

Combining our love for the planet and for vintage clothing, Revolution wish to contribute to a sustainable future with our Circular Revolution initiative. With this initiative, we first and foremost urge you to keep and love our products for as long as possible - and if you grow tired of it, simply sell it back to us. We will wash, repair, refresh and it will have a new life in our Vintaged collection available on our webshop. Our take-back programme Vintaged will be launched with the AW20 collection.

# Vintage your clothing

REVOLUTION™