We are looking for a new structure of feeling. Pushing for a new order of sustainable action. Incessant truth seekers, our raw state is our rad state. Is freedom alienation from today’s insanity, or the act of taking responsibility? We chose the latter. Planted a small seed in 2015 and been en route for #LivableChange ever since.
WRÅD: DNA

Our mission? Doing our very best to inspire the market to express intangible values through tangible things, in order to catalyse the rise of a new order of sustainable action.

EDUCATE

A GLOBAL EDUCATIONAL MOVEMENT

5,000+ STUDENTS REACHED IN 2017–2018

INNOVATE

AN R&D PROGRAM TO PUSH FORWARD SUSTAINABLE INNOVATION

A PATENT FOR INNOVATIVE DYEING PROCESS REGISTERED IN 2017

LIBERATE

A BRAND WITH PURPOSE

BEST OF THE BEST 2017 FOR PRODUCT DESIGN AND SEVERAL COLLABORATIONS WITH GLOBAL PLAYERS
WRÅD: ENDORSED BY PERPETUA

WRÅD’s sustainable manifesto granted the brand the endorsement of Italian company Perpetua for the development of innovative answers to some of the problems caused by the fashion industry.

We wanted WRÅD’s products to have a functional purpose and become forms of personal investment into our R&D program aimed at finding always better and smarter ways to manufacture clothing.

The Endorsed by Perpetua label is a guarantee of our ethical, technological and liberating approach to the market.
Our products use repurposed graphite powder, a by-product of the tech industry, in the dyeing stage.

While researching for alternatives of chemical dyes we started exploring the use of this particular type of industrial waste coming from the production of electrodes: graphite. Why? Because we discovered that 2,000 years ago graphite, a non-toxic and natural mineral, was already used by the Romans to dye their own fabrics in the Italian town of Monterosso Calabro.

So we re-imagined this ancient technique by approaching it in a circular and innovative way.

The graphite powder otherwise wasted is recovered and then transformed into a water based solution, g_pwdr, we use to dye our fabrics with.

FAQ: ok cool, but really.. what is graphite?
Graphite is a crystalline allotrope of carbon. It is non-toxic, odourless and tasteless. Tests conducted on g_pwdr® revealed the product contains no hazardous constituents and is not considered dangerous to human health and the environment following all pertinent European directives and regulations.
Specific to denim dyeing is the g_pwdr® technology (Patent Pending by our partner Alisea), an innovative process derived from the combination of g_pwdr® with natural polymers. It’s simple, smart, scaleable, highly beneficial from an environmental standpoint, and entirely made in Italy.

The technology was launched on January 2018 through the WRÅD g_jacket and our new denim collection, presented at Berlin Fashion Week and at Fashion Sustain Berlin 2018.

**BENEFITS:**

- **Blue Water Consumption?** -95%
- **CO2 Emissions?** -93%
- **Chem Usage?** Zero
WRÅD: GRAPHI-TEE™

The first product to adopt this technology is GRAPHI-TEE™, Best of the Best Product Design 2017 at the RedDot Design Award.
WRÅD: TRACEABILITY

INNOVATING MEANT THINKING OUTSIDE THE BOX TO CREATE AN ORIGINAL SUPPLY CHAIN WHICH DID NOT EXIST BEFORE. THREE LEVELS OF ORIGINALITY:

A) WHAT IS THE PRODUCT MADE OF;
B) WHY IS THE PRODUCT MADE;
C) HOW DO WE DELIVER IT;

THE IMPORTANCE OF COMMUNICATING IT:
• INCLUSIVE DESIGN;
• WARRANTY OF QUALITY;
• WEALTH GENERATION;
• RESPONSIVENESS TO MARKET’S NEED;

OBSTACLES:
• SENSITIVE DATA;
• SUPPLIERS RESISTANCE;
• DATA RELIABILITY;
• TECHNOLOGICAL BARRIERS;