

Lookbook



Atlantis

Atlantis, the guarantee of sustainability and style in the headwear industry.



Atlantis Headwear was founded in the 1990s with a clear mission: create headwear that people could love, wear proudly, and truly make their own. From the beginning, we aimed to be different, crafting something lasting, not just 'another hat'. As our caps gained popularity and reached customers worldwide, we recognized an opportunity to do more than produce high-quality headwear: we wanted to make a meaningful positive impact.

Where Nature Inspires Creation

For this collection, each cap takes its name from a volcano. Volcanoes are powerful symbols of transformation, strength, and resilience: natural landscapes that embody longevity, coherence, and the ability to constantly evolve. These qualities mirror our creative vision: designing accessories that leave a lasting impression while embracing conscious change.

By choosing volcanoes, we wanted names that carry meaning, not just labels, and that reflect our responsibility toward both style and the environment.

Among all these new developments, something remains unchanged and it's now part of our heritage: our commitment to sustainability remains our main focus even from a product perspective. We face this challenge every day with determination, fully aware that during the research phase we often find ourselves paving the way and looking for solutions that don't yet exist.

WE CREATE PRODUCTS THAT LAST IN TIME, REDUCING THE ENVIRONMENTAL AND IMPROVING THE SOCIAL IMPACT, INSPIRING PEOPLE THAT PARTICIPATE IN OUR EFFORT.

Since 2021, every collection has been a step in our transformation. When we develop products, and when our customers choose to buy them, both sides make decisions that have an impact. To reduce our Scope 3 emissions, in particular, we've chosen to deliver more than just a product: a vision, a responsible way of seeing and doing things. Guided by our Sustainability Framework, which is driven in turn by the Science Based Targets initiative, we decided on which components we should have worked to reduce as much as possible our environmental impact. All without compromising Atlantis' identity.

Recycled fibers, organic fabrics, low-impact solutions. The same Atlantis spirit, made more responsible. A tangible evolution made of thoughtful choices and invisible details, because the future is shaped by what you wear and by what you choose not to leave behind.

That's what we mean when we say: make the responsible choice possible.

Atlantis Headwear presents a new season

IT OVERFLOWS WITH STYLE, INNOVATION, AND IRRESISTIBLE DETAILS.

After a meticulous research process, a new collection has taken shape: one that looks to the future while staying aligned with today's leading trends. Atlantis has just completed an important chapter of renewal, having transitioned the last legacy items in our line. All the creative energy is now focused on designing a collection that's forward-thinking, without losing sight of contemporary style.

Denim takes center stage with three new items, solidifying its place as a must-have fabric for the upcoming season. Alongside it, corduroy is reimagined with new colors and fresh designs that blend comfort and personality seamlessly.

The innovations go beyond just materials. Our baseball cap collection expands with new 5-panel options, both structured and unstructured. These pieces range from minimalist styles to trendy designs enhanced with details like rope accents and bicolor combinations. We're also introducing a new technical-look visor, perfect for those who demand both performance and style.

The trucker segment evolves with models that appeal to trendsetters and anyone seeking ultimate comfort. New additions include an unstructured cap with vintage charm and versions with stretchy mesh for a superior fit.

For the winter season, the collection surprises with the introduction of a new fiber: recycled merino wool. Two new items, a skull beanie and a neckwarmer, showcase Atlantis' commitment to quality and sustainability. We also have fashion-forward options for colder weather, like a new chunky beanie in soft pastel tones and a fun pom-pom hat designed specifically for kids.

Finally, our timeless classics return with a fresh new look. Vibrant fluorescent colors and delicate pastel shades find their way onto our iconic pieces, such as Rapper cotton-S and Dad Hat-S, bringing a touch of freshness and color to every wardrobe.

ATLANTIS

LOOKBOOK

DROP1

ATLANTIS

LOOKBOOK

DROP1

Drop #1

THIS IS ALL ABOUT BOLD EXPRESSION AND TIMELESS DESIGN. DENIM TAKES THE SCENE WITH THREE NEW MUST-HAVE PIECES, CEMENTING ITS ROLE AS A SEASONAL ESSENTIAL. ALONGSIDE IT, CORDUROY RETURNS IN FRESH COLORS AND UPDATED SILHOUETTES, BLENDING COMFORT WITH STANDOUT PERSONALITY. A CURATED COLLECTION WHERE EVERY HAT IS MADE TO ELEVATE THE LOOK EFFORTLESSLY.



LOOKBOOK

DENIM

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Dana

50% recycled cotton - 50% cotton.
The iconic bucket hat of the denim line.

Colors:




Iraya

50% recycled cotton - 50% cotton.
An unstructured baseball cap designed for a fashion-forward look.

Colors:






Ruby

50% recycled cotton - 50% cotton.
The tone-on-tone stitching enhances its clean and versatile design.



Colors:
■ ■ ■

Denim: Iconic Style,
Reduced Impact.

CURIOSITY

Denim has always been a style icon, but its traditional production has a high environmental impact, particularly due to water consumption and intensive use of chemicals. In the 2026 Atlantis collection, we reduce the environmental footprint by choosing DyStar® Indigo Vat 40% Solution, which eliminates up to 70% of sodium hydrosulfite, reduces pollutants in wastewater (-70% COD, -40% sulfates, -90% suspended solids) and is bluesign® certified. Preliminary analysis shows that using recycled denim with DyStar® dye can reduce the overall carbon footprint by around 20% compared to conventional denim*. Our goal? To preserve the authenticity of denim while making it more responsible.

*Carbon footprint estimate based on a comparative analysis using the Ecoinvent 3.11 database, supported by custom datasets. The study compared conventional denim (100% cotton, traditionally dyed) with a fabric containing 50% post-consumer recycled cotton dyed with a lower-impact technology.



LOOKBOOK

SEVERNY - CUMBRE

ATLANTIS

Severny

100% recycled polyester.
Made from 8-wales recycled polyester corduroy.

Colors:



Cumbre

100% recycled polyester.
The inner lining provides extra structure
and helps maintain the hat's shape.

Colors:





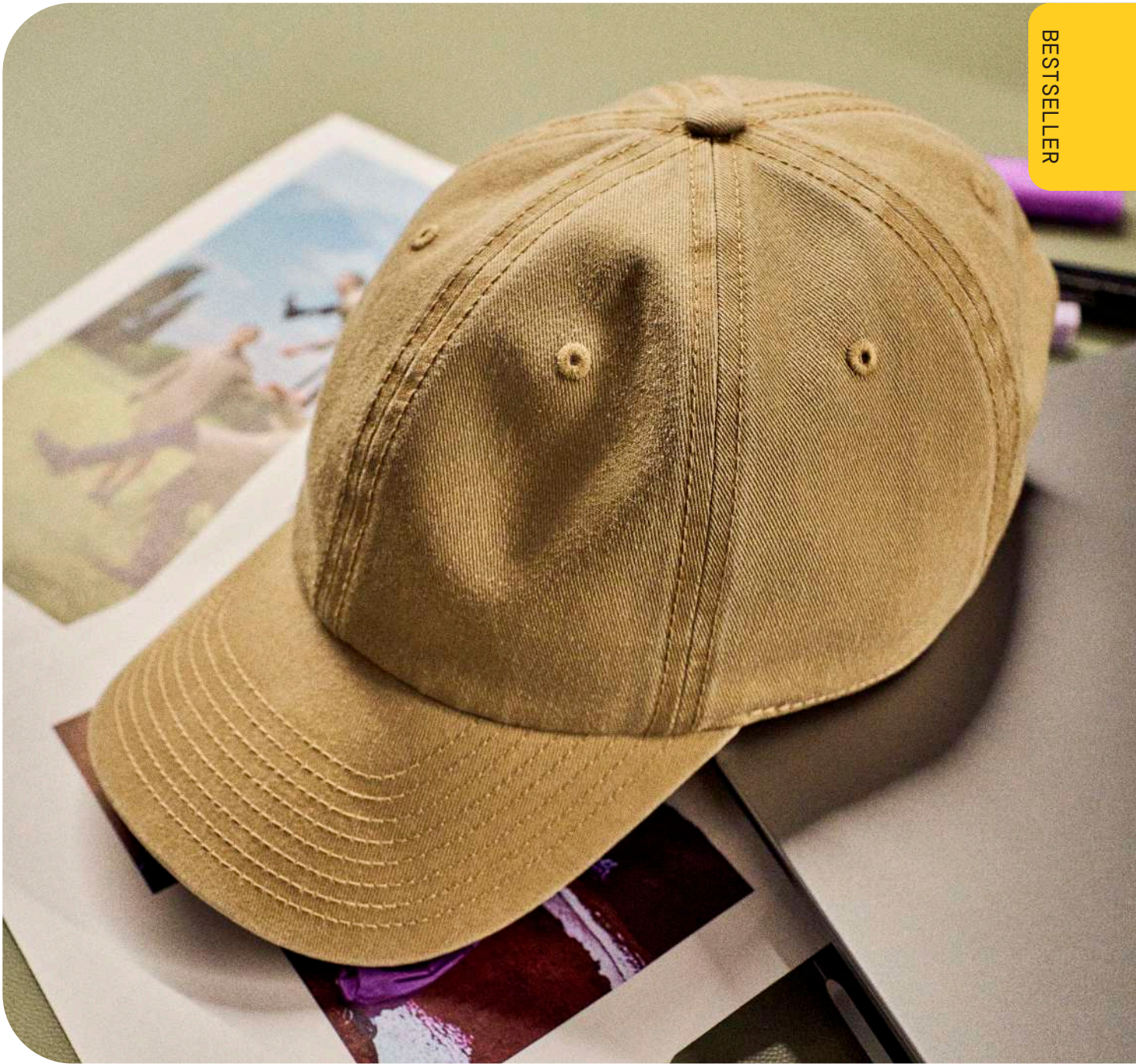
Teon

50% recycled cotton 50% cotton.
Side&Back: 100% recycled polyester.

With a pigment-dyed, washed-out
effect and contrast stitching.



Colors:
[Color swatches: grey, blue, red, black]



BESTSELLER

Digg-S

50% recycled cotton 50% cotton.
The perfect hat for vintage lovers.



Colors:
[Color swatches: tan, yellow, green, blue, red, black]

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LOOKBOOK

DROP2

ATLANTIS

LOOKBOOK

DROP2

Drop #2

THE INNOVATIONS IN OUR COLLECTION EXTEND BEYOND MATERIALS ALONE. MANY OF THE HATS ARE ESPECIALLY SUITED FOR CUSTOMIZATION, MAKING THEM PERFECT CANVASES TO SHOWCASE PERSONAL STYLE. THE TRUCKER SEGMENT CONTINUES TO EVOLVE WITH MODELS CRAFTED FOR TRENDSETTERS AND THOSE WHO PRIORITIZE ULTIMATE COMFORT. NEW INTRODUCTIONS INCLUDE AN UNSTRUCTURED CAP WITH VINTAGE APPEAL AND VERSIONS WITH STRETCHY MESH THAT ENSURE A SUPERIOR FIT. OUR BASEBALL CAP LINEUP GROWS WITH FRESH 5-PANEL OPTIONS, BOTH STRUCTURED AND UNSTRUCTURED, RANGING FROM SLEEK MINIMALIST DESIGNS TO BOLD, TRENDY STYLES FEATURING DETAILS LIKE ROPE ACCENTS AND BICOLOR COMBINATIONS.



LOOKBOOK

EGON

ATLANTIS



Egon

80% organic cotton - 20% recycled cotton.
A versatile 5-panel baseball cap suitable for any occasion.





LOOKBOOK

CHAO - DARWIN

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Darwin

80% organic cotton - 20% recycled cotton.
On-trend shape with a comfortable fit.

Colors:



Chao

80% organic cotton - 20% recycled cotton.
It features a recycled snapback closure and
a tone-on-tone cord above the flat visor.

Colors:





LOOKBOOK

PAKA

ATLANTIS

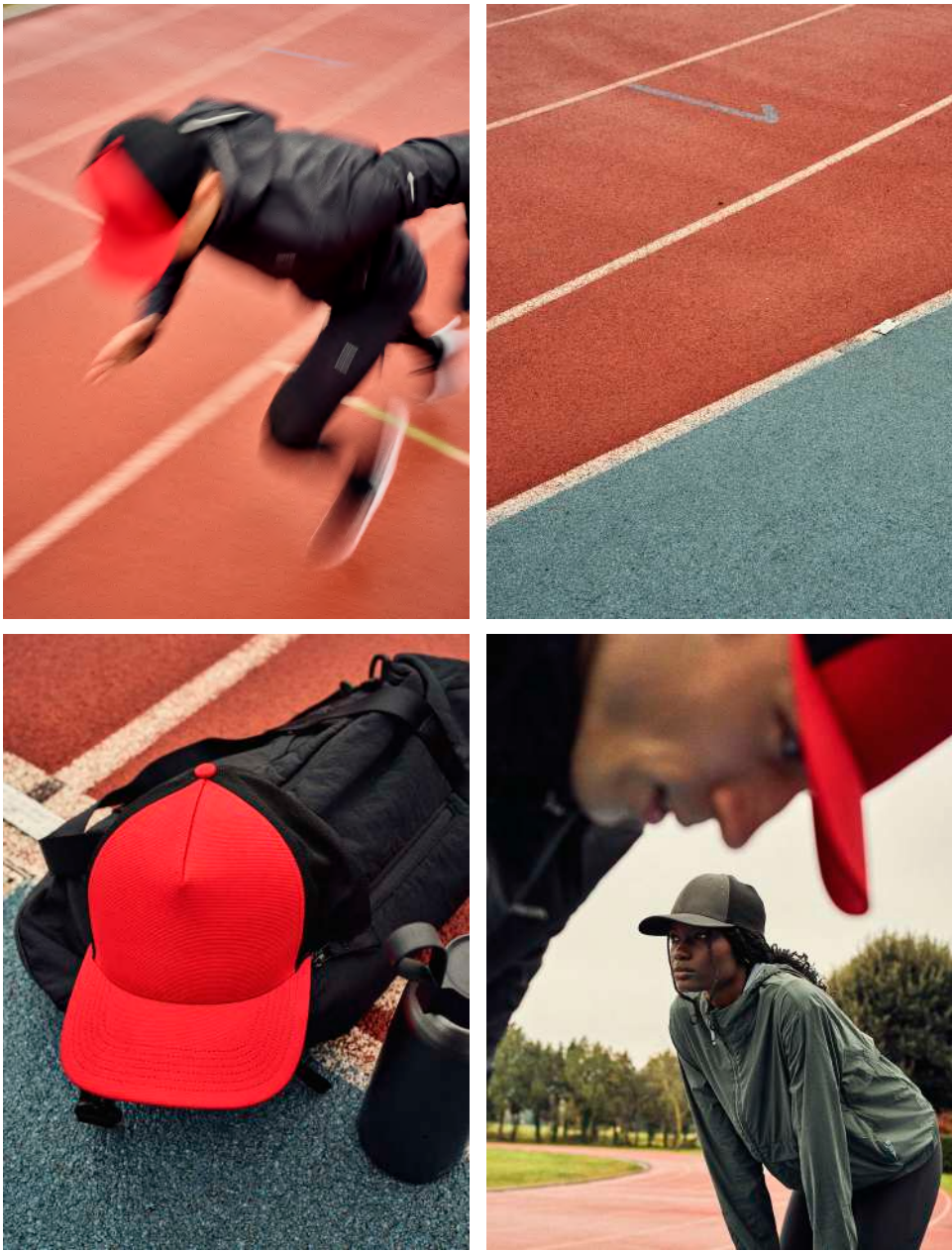


Paka

100% recycled polyester.
It stands out for the contrast rope above the visor,
adding a touch of character to an essential design.



Colors:

Dempo

100% recycled polyester.
Side&Back: 95% recycled polyester 5% elastane.



Designed to offer
maximum comfort.



Nila

100% recycled polyester.
Side&Back: 95% recycled polyester 5% elastane.



Fully closed with stretch mesh
that ensures size adaptability.



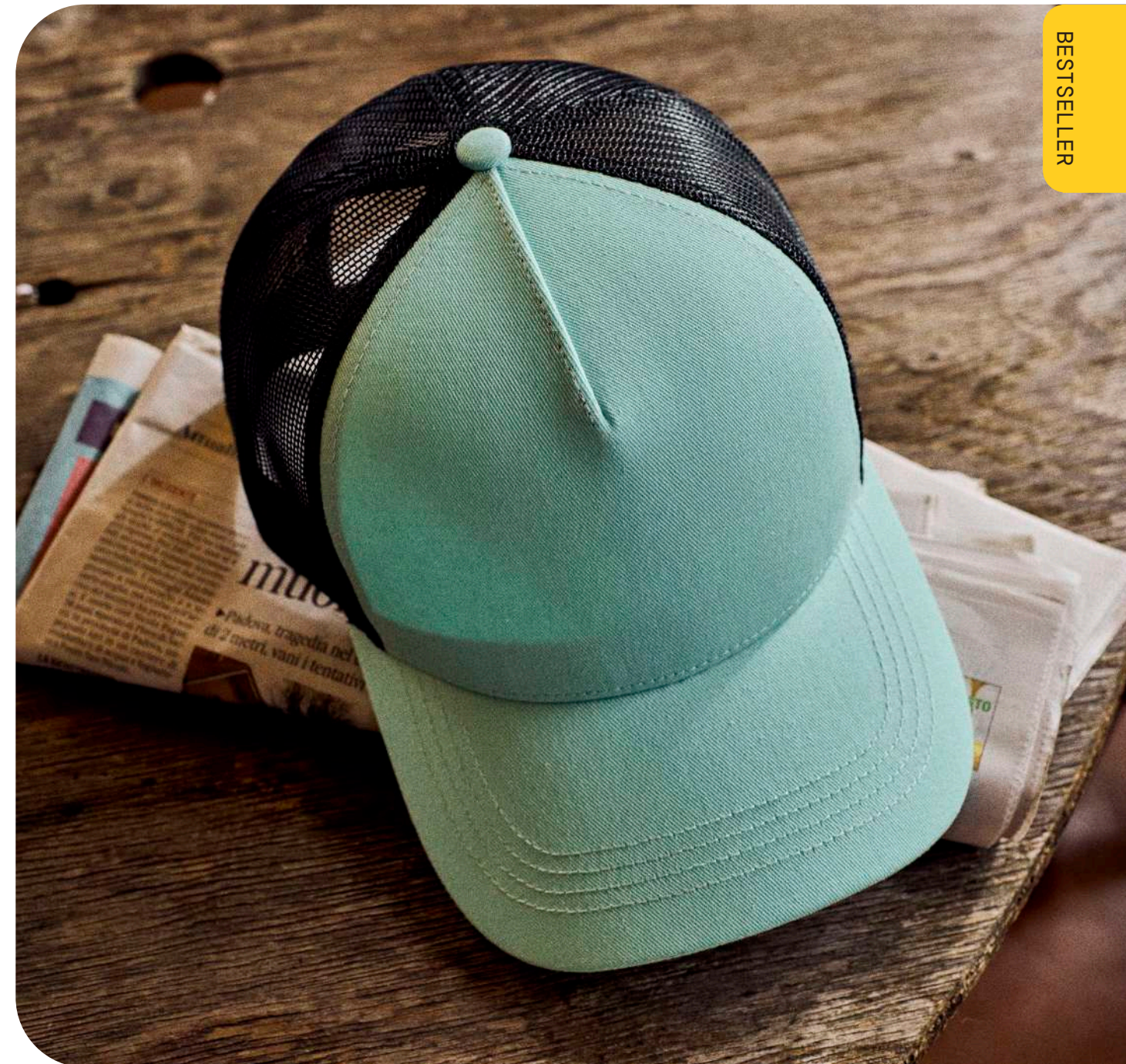


BESTSELLER

BESTSELLER

RAPPER COTTON-S

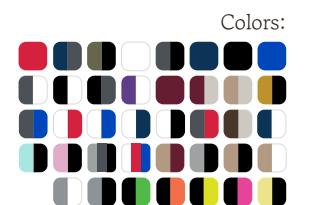
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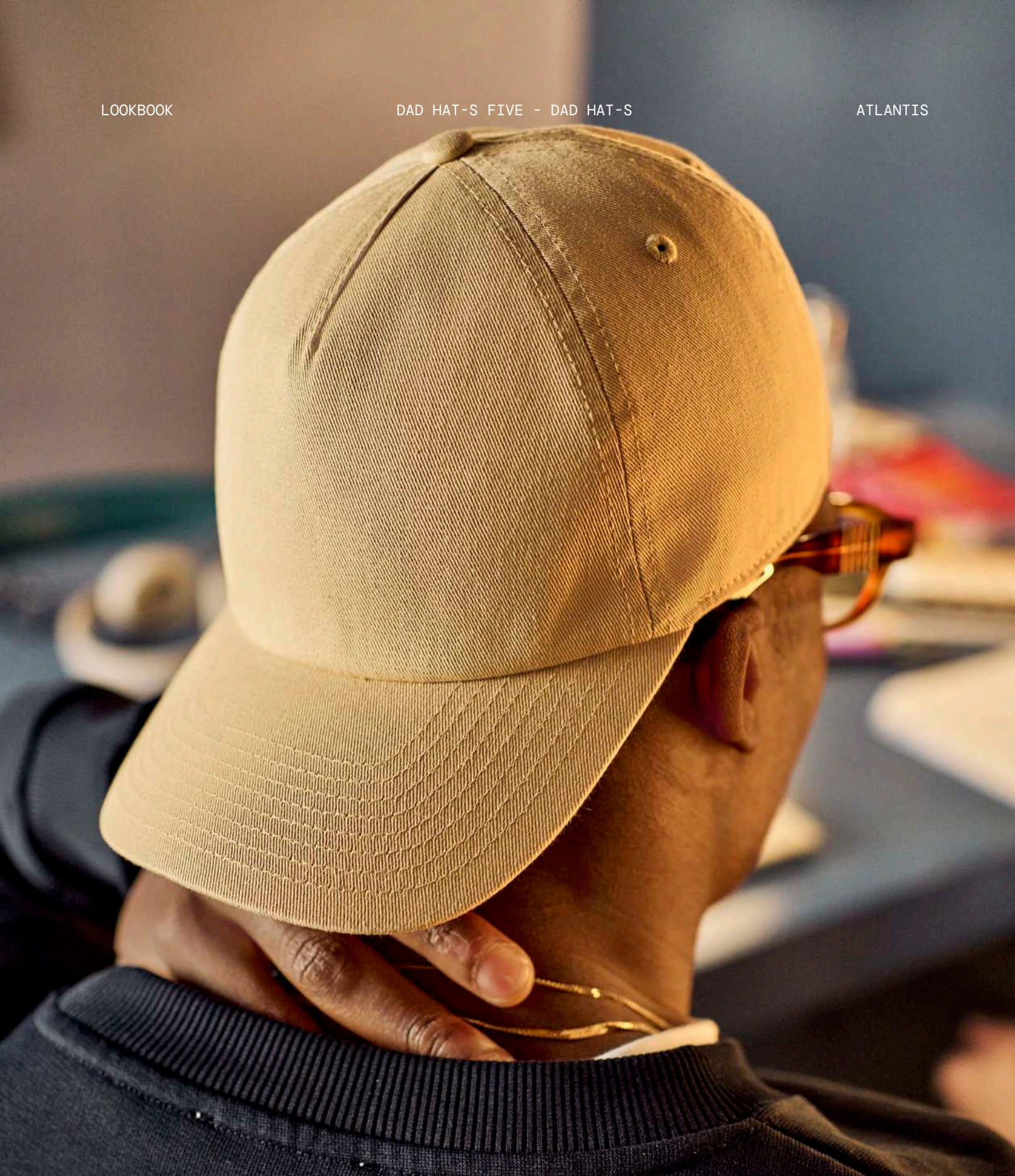


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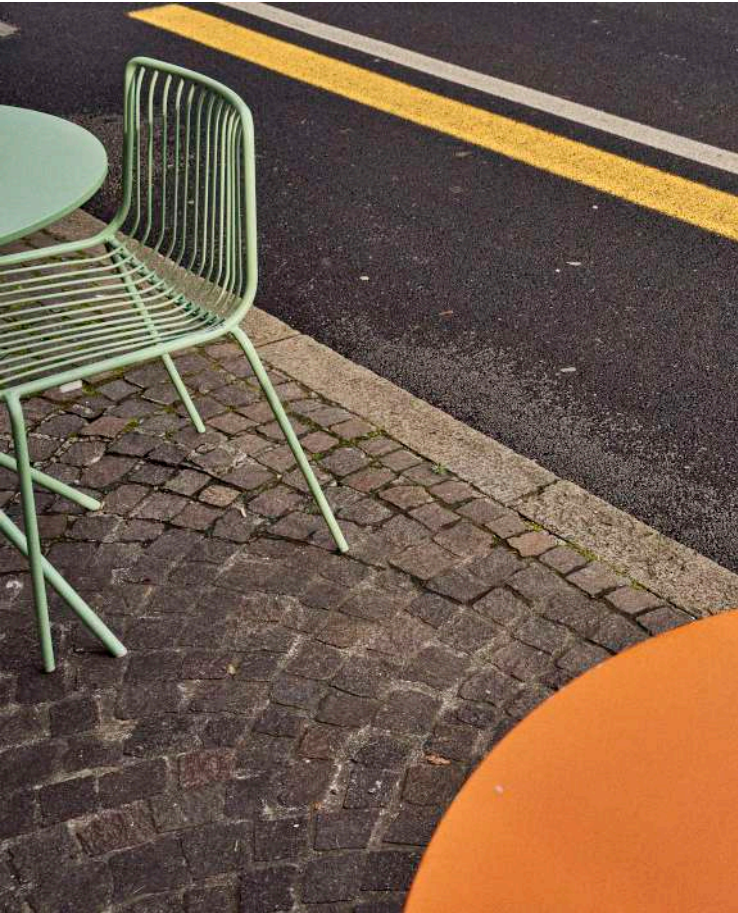
Rapper Cotton-S

80% organic cotton 20% recycled cotton,
Side&back: 100% recycled polyester.
The ultimate trucker hat.





BESTSELLER



Dad Hat-S Five

80% organic cotton - 20% recycled cotton.
Unstructured 5-panel cap that offer more space for customization.

Colors:

Black	Dark Grey	Light Grey	Dark Blue
White	Dark Green	White	



Dad Hat-S

80% organic cotton 20% recycled cotton.
The original dad hat shape.

Colors:

White	Black	Dark Red	Light Grey	Dark Grey	Light Grey
Dark Blue	Dark Green	Light Grey	Yellow	Red	Pink
Light Blue	Dark Green	Dark Brown	Pink	Light Blue	Yellow



Low-impact Headwear,
designed for higher standards.



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LOOKBOOK

DROP3

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LOOKBOOK

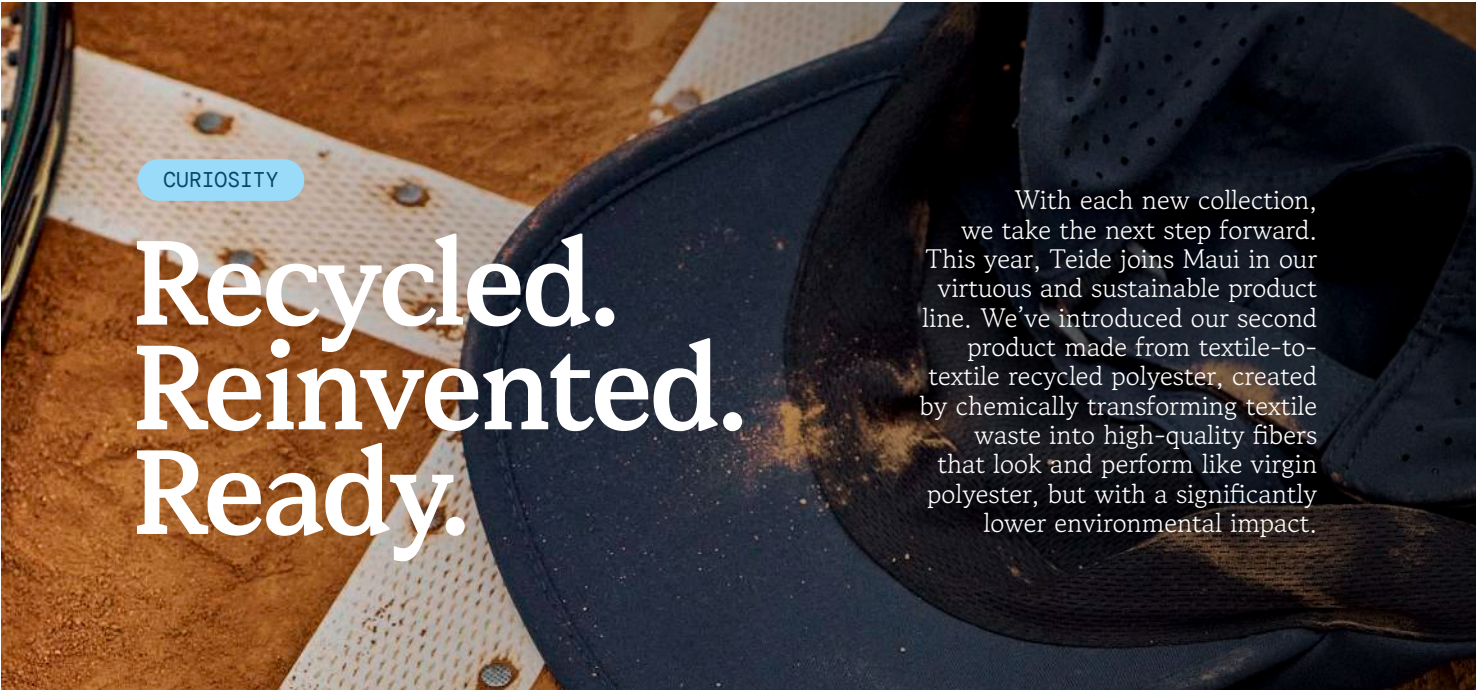
DROP3

Drop #3

OUR BOLD STEPS FORWARD IN SUSTAINABILITY CONTINUE. THE TEXTILE-TO-TEXTILE MATERIAL IN THE ATLANTIS COLLECTION GROWS EVEN RICHER. THESE HIGH-QUALITY FIBERS, MADE FROM TEXTILE WASTE, HAVE A SIGNIFICANTLY LOWER ENVIRONMENTAL IMPACT. MEETING STRICT HEALTH AND SAFETY STANDARDS, THIS BREAKTHROUGH ALLOWS US TO LOOK TO THE FUTURE WITH NOT JUST RESPONSIBILITY, BUT COURAGE. ALONGSIDE THIS INNOVATION, OTHER STYLES HAVE BEEN “RE-BORN”: THE SAME DESIGNS, REIMAGINED USING LOWER-IMPACT MATERIALS COMPARED TO LAST YEAR. WE’RE PROUD TO OFFER HEADWEAR THAT NOT ONLY LOOKS GOOD, BUT ALSO DOES GOOD.



BESTSELLER



CURIOSITY

Recycled.
Reinvented.
Ready.

With each new collection, we take the next step forward. This year, Teide joins Maui in our virtuous and sustainable product line. We've introduced our second product made from textile-to-textile recycled polyester, created by chemically transforming textile waste into high-quality fibers that look and perform like virgin polyester, but with a significantly lower environmental impact.

Teide

100% textile-to-textile recycled polyester.
A technical visor designed for even the most intense sports activities.

Colors:



Maui

100% textile-to-textile recycled polyester.
Incredibly fast drying, designed for outdoor sports enthusiasts.

Colors:





Bolt-S

62% recycled polyester - 38% polyester.
High-performance fit that provides stretch without the use of elastane.

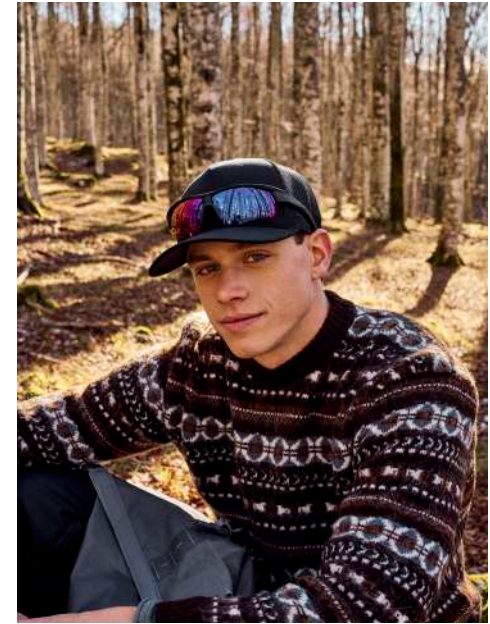




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RAPPER JERSEY-S

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Rapper Jersey-S

95% recycled polyester 5% elastane,
Side&Back: 100% recycled polyester.



It completes your style
with great breathability.

Colors:



BESTSELLER

SHOT-S

ATLANTIS

BESTSELLER

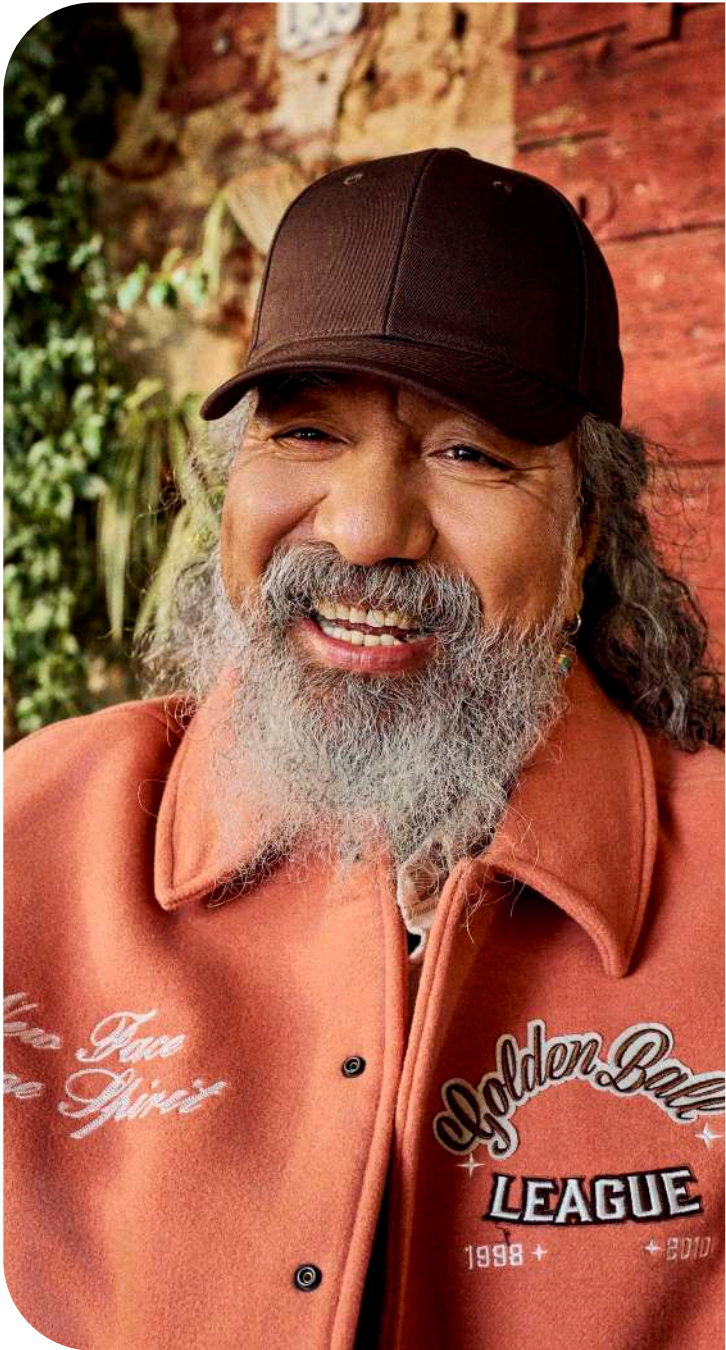


BESTSELLER

HIT-S

ATLANTIS

BESTSELLER



Shot-S

80% organic cotton - 20% recycled cotton.
It features a wide five panels printable front.



Hit-S

80% organic cotton - 20% recycled cotton.
Twill, and completed with an adjustable metal closure.



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LOOKBOOK

DROP4

ATLANTIS

LOOKBOOK

DROP4

Drop #4

EMBRACE THE COLDER SEASONS WITH STYLISH AND FUNCTIONAL PIECES THAT COMBINE WARMTH AND QUALITY. OUR WINTER COLLECTION FEATURES COZY HEADWEAR AND TECHNICAL ITEMS DESIGNED TO KEEP YOU SNUG DURING COLD DAYS. MERINO WOOL IS ONE OF THE HIGHLIGHTS OF THE NEW COLLECTION: A NATURAL YARN KNOWN FOR ITS EXCEPTIONAL THERMOREGULATING PROPERTIES. IT NOT ONLY HELPS MAINTAIN THE PERFECT TEMPERATURE BY ABSORBING MOISTURE BUT IT IS ALSO ANTIBACTERIAL AND HELPS NEUTRALIZE ODORS, MAKING IT AN IDEAL CHOICE FOR WINTER WEAR.



Gorely

100% recycled polyester.
Designed in a melange effect colors, loved for its extra soft texture.

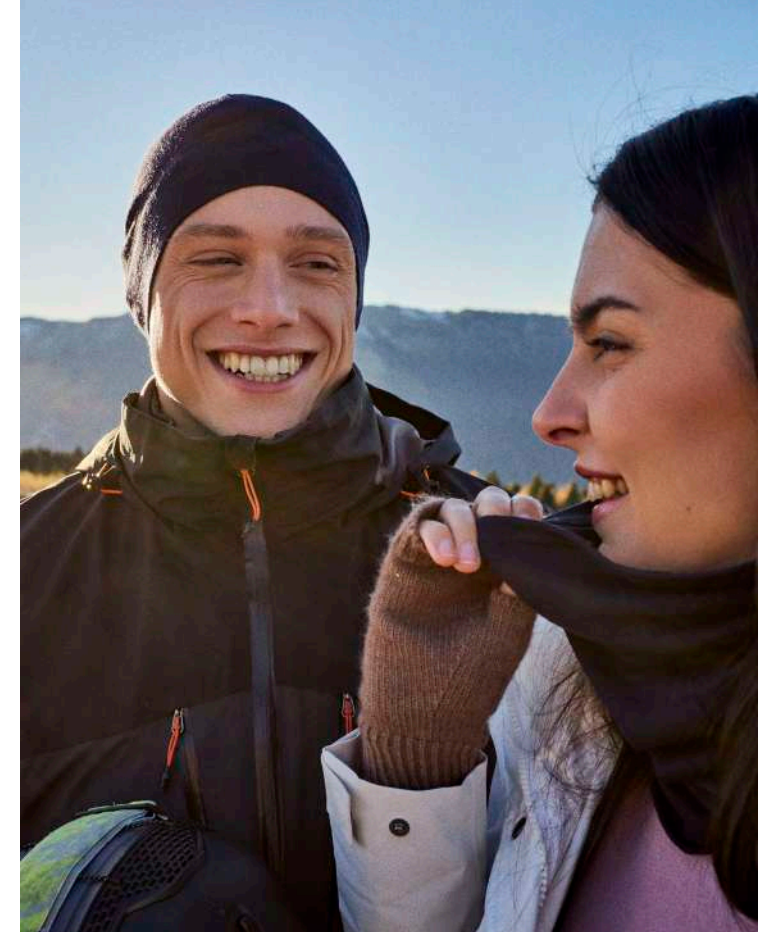
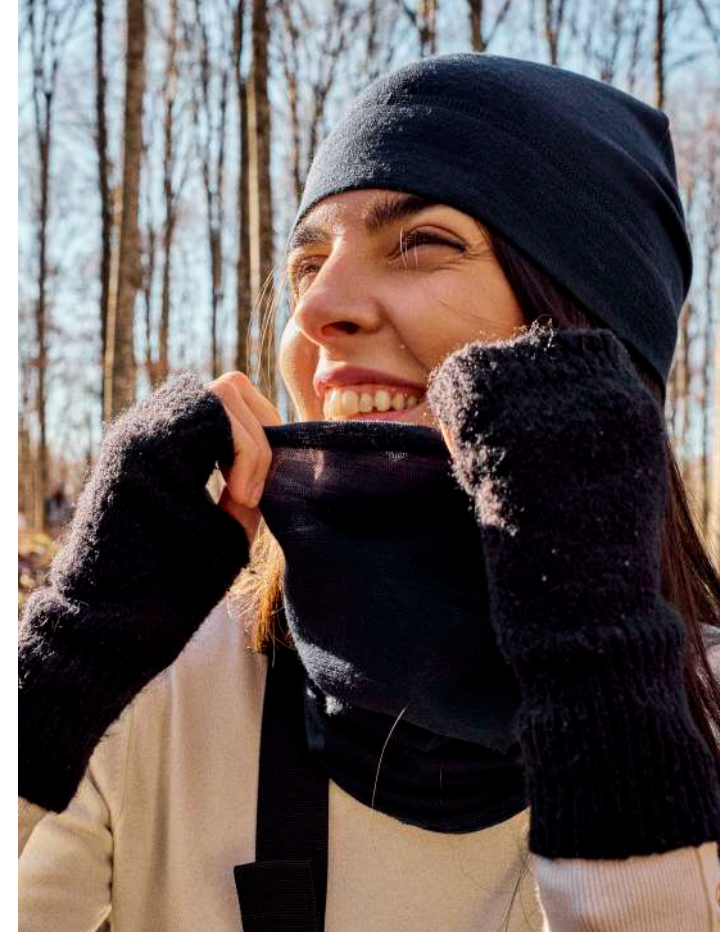




Nantai

100% recycled merino wool.
Lightweight and functional, designed for comfort and performance.

Colors:



Baru

100% recycled merino wool.
An essential accessory that guarantees breathability and performance.

Colors:



LOOKBOOK

KID WIND-S WITH POMPOM

ATLANTIS

Kid Wind-S with Pompom

100% recycled polyester.
Classic cuffed beanie with pom-pom.



Colors:



BESTSELLER

WIND-S

ATLANTIS



Wind-S

100% recycled polyester.
Soft hand feel for everyday use.



BESTSELLER



Colors:



ATLANTIS

PROJECTS

HEADWEAR

ATLANTIS

PROJECTS

HEADWEAR

Less talk, more action.

OUR STRENGTH LIES IN TANGIBLE PROJECTS, MEANINGFUL INITIATIVES AND ONGOING VIRTUOUS CYCLES.

We believe that real change starts with small, consistent actions. Every year, we support a range of projects and initiatives that go beyond words: efforts that aim to inspire through example. Whether it's environmental causes, community-focused programs or collaborations that promote responsible practices, each project we embrace reflects who we are. These initiatives are rooted in the values that define us: integrity, responsibility, and the belief in the power of good practices to spark lasting impact. We don't just support these projects but we see ourselves in them.



ATLANTIS

LOOKBOOK

DESERTIKA
ESCALADA

Beyond climbing: empowerment and inclusion.



In the San Pedro de Atacama desert, Desertika Escalada is a climbing club that teaches the sport while combining technical training and community building. Every hold and every step becomes an act of trust: towards oneself, towards others, and towards the possibility of inhabiting the world with freedom and dignity. Here, climbing becomes a space for trust, dialogue, and collective growth: a place where the strength of community and the wisdom of nature make every personal journey a little gentler.

To support these adventures, we selected a hat that needed to provide protection from the desert's scorching sun and dry winds, remain light and comfortable for long days of practice. It was essential for this accessory to become a visible symbol of belonging and identity.

The collaboration with Atlantis Headwear and the support of ONA Short Film Festival have empowered Desertika Escalada to strengthen its mission, combining values of sustainability, inclusion, and environmental respect with climbing and educational activities.

ONA

Atlantis

In the blue waters of the Egadi Islands.



An immersive experience that combines sea exploration, science, storytelling, and sailing through the crystal-clear waters of the Egadi Islands. A paradise for Marco and Andrea Spinelli, who passionately guide participants in discovering the marine world, sharing knowledge, stories, and fascinating facts about biodiversity.

The Underwater Experiences feature a mix of scuba explorations, nature excursions, and activities focused on marine biology, sustainability, and content creation. Marco, an underwater documentarian and science communicator, and Andrea, a marine biologist and researcher, guide participants through the exploration of the Mediterranean Sea.

As the headwear partner, we chose the products from the Atlantis collection for its lightweight and breathable design. Our solutions with recycled materials were ideal for the spirit of the event and perfectly aligned with the commitment and values that guide the work of Andrea and Marco Spinelli.



Atlantis



From Nets to Tomorrow.

The story of Atlantis Headwear begins with a question that has never stopped guiding us: “How can we truly reduce the environmental impact of our products?”.

Since 2021, we have chosen to take a closer look by conducting a Life Cycle Assessment (LCA) on the most representative products across different categories. This journey revealed that fabrics and visors are the main sources of emissions during sourcing and processing. From there, our decision was clear: replace virgin plastic in visors with recycled alternatives, without compromising on aesthetics or performance.

The partnership with ReTraze® enables us to actively address the global issue of “Ghost Gear” by turning marine pollution into an opportunity for conscious and sustainable design. This initiative collaborates with small businesses, fishermen, and NGOs to collect end-of-life fishing nets before they become marine waste. The nets are sorted, cut, washed, melted, shredded, extruded, and transformed into 100% recycled polyethylene panels. From these panels, among other things, come the visors of our caps that allow us to cut CO₂eq emissions by -46%* compared to virgin plastic, without sacrificing the aesthetic and functional qualities that define each of our products.

*Reductions are calculated through a sensitivity analysis contrasting the environmental impact of low-impact materials against conventional ones, using the certified CF Atlantis calculation tool v. 0.7. This tool meticulously tracks the Cradle to gate journey from raw material acquisition to final product delivery at the Atlantis warehouse.



Every action leaves an impact.

rehub

The pins and coasters gifted to participants were created in collaboration with rehub, a Venetian startup that upcycles Murano glass waste. This type of glass is “formally” considered non-recyclable due to logistical, historical, or supply chain reasons. Thanks to their work, we’ve given new life to materials that would otherwise be discarded, saving raw materials and reducing CO₂ emissions.

rehub

Atlantis

THAT’S WHY WE ACT WITH PURPOSE AND WE LEAD BY EXAMPLE.

Even when it comes to organizing company events, we’re committed to finding ways to reduce our carbon footprint while supporting and engaging with the local community. For the 2025 Atlantis Distributors’ Meeting, we partnered with two local organizations that share our values and are physically close to us: both dedicated to minimizing waste and environmental impact.

Sea the Change

To minimize the CO₂ emissions generated by the event, we carefully selected the materials used for the event and its marketing assets, prioritizing low-impact options. To further offset the remaining emissions, we purchased Blue Carbon Credits through Sea the Change initiative. This Venetian organization backs certified projects to protect and restore marine habitats in the Venetian lagoon, where macroalgae and phytoplankton absorb and store CO₂, helping to restore this fragile and vital ecosystem.



Sea the Change

Atlantis

Certifications & Partnerships

We are serious about our sustainable mission and want to prove that we are transparent and trustworthy through partners who promote the highest standards in the industry.



Master Italia S.p.A
is GRS certified by ICEA
ICEA-TX-3146

Only the products which are covered by a valid
Transaction certificate are GRS certified



Certified by ICEA
GOTS-11099



STANDARD
100



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