

DEDICATED.



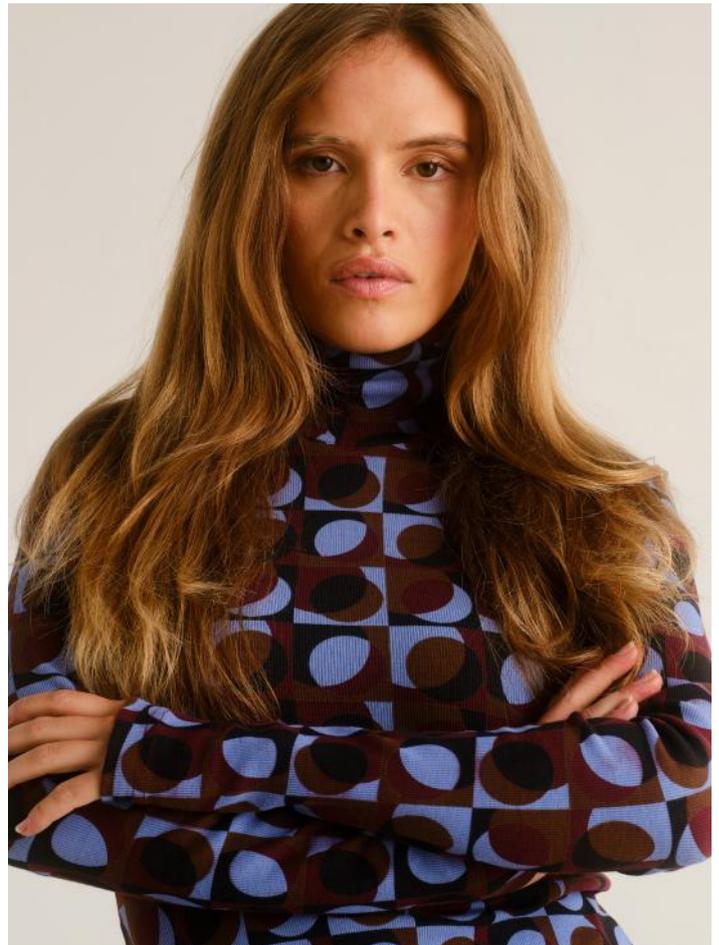
AW26 — THE JOURNEY

LOOKBOOK





LENZING
EcoVero™



We are Dedicated

Dedicated was founded in 2006, offering printed T-shirts in organic and Fairtrade-certified cotton. Today, we have come a long way, offering extensive collections made in only natural, organic, or recycled materials. Our collections include styles in unique prints and patterns, designed by our talented in-house team or in collaboration with renowned photographers, illustrators, and artists, as well as garments in solid colors, such as timeless basics.

Our brand is centered around transparency, honesty, and staying true to our values. We truly believe that fashion can be done differently and we are dedicated to changing the industry norm. We work with suppliers that share our ethics and respect international labor standards, and we always use raw fabrics/materials that are certified by some of the industry's most demanding environmental standards.

Working with reliable and credible certificates is vital to us and a way of showing the world that we are serious about our mission and responsibilities as a modern-day clothing brand.

We design our collections focusing on personal style, quality over quantity, and with people and the planet in mind - always striving to be better in terms of resource use and overall impact on nature, people, and animals. Hence our name: Dedicated.

AW26

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THE JOURNEY

The Journey is a seasonal exploration which captures the contrasts of stillness and motion, comfort and curiosity, past and present. Through expressive graphics, nostalgic textures and a sense of adventure, the collection invites us to dress for life's many moods — from quiet retreats to lively après-ski moments.



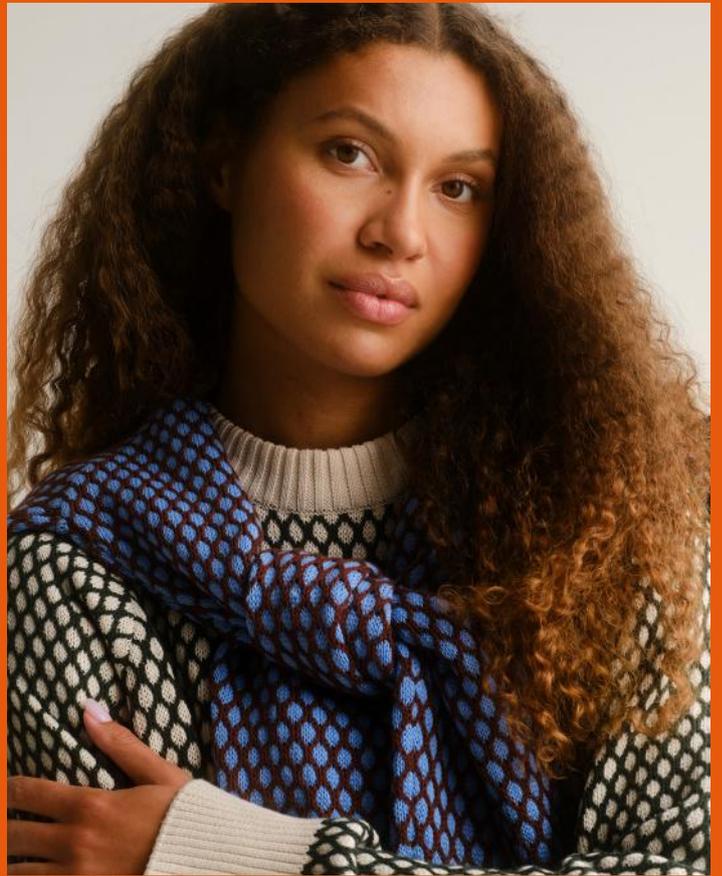
SUPPORT YOUR LOCAL PLANET

Natural / Organic / Recycled









CHAPTER I

THE QUIET LIFE

A moment of stillness. Womenswear drifts into a soft world of swans at dawn, silent owls, and dusky blooms. In menswear, the scene is set by the campfire — earthy, quiet, wrapped in warmth after a hike through the woods.



ORGANIC COTTON

- No toxic chemicals
- No water pollution
- Healthy soils





Corduroy









Flannel





Flannel







CHAPTER II

THE SEEKER

Longing, freedom, movement. Womenswear embraces the spirit of untamed nature with galloping horses and windblown dreams. Menswear follows the water — a quiet lake, a fisherman's stillness, the beauty of simple rituals.



















Soft Wear







CHAPTER III

GOOD OLD TIMES

Where tradition meets joy. In womenswear, hand-drawn florals and artisanal knits celebrate folk heritage. Menswear rides the slopes with a retro twist — vintage skiing graphics and alpine color palettes full of play and nostalgia.

LENZING ECOVERO™

- Wood from certified forests
- Lower CO₂ emissions than generic viscose
- Certified EU Ecolabel





Owls





RECYCLED COTTON

- Conserves resources
- Reduces waste
- Lower carbon footprint











CHAPTER IV

THE LOUNGE

Soft landings and bold lines. Womenswear blends retro hotel interiors and geometric motifs with tactile textures. Menswear embraces the après-ski spirit — vibrant, cheeky, and a little loud, just like a good story shared over drinks.



FAIRTRADE CERTIFIED

- Empowers farmers
- Minimum price for cotton
- No GMO





Derby Rib





REGENERATIVE ORGANIC CERTIFIED™

- Regenerates soils
- Sequesters more carbon
- Preserves ecosystems





Headquarter & global distribution

ORDER DEADLINE
25TH OF JANUARY, 2026

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