

[s]

super.natural

SPRING / SUMMER 2027

NEXT LEVEL MERINO



FABRIC	WEIGHT	COMPOSITION	BENEFITS
 SIERRA140 SIERRA140 is the foundation brace of super.natural. The 50/50 mix combines all benefits of merino wool and polyester. This light fabric is highly established in our base layers and our versatile graphic collection.	140 gsm	50% finest merino wool 50% performance polyester	• fast drying • cooling effect • everyday versatility
 TUNDRA175 With TUNDRA175 we have created an all-year fabric from our famous 50/50 mix. Through the midweight fabric, you can wear these garments at all conditions. For our bottoms and bras we add-ed stretchy elastane for better fit.	175 gsm	tops 50% finest merino wool 50% performance polyester bottoms & bras 48% finest merino wool 48% performance polyester 4% stretchy elastane	• temperature regulating • light warmth • flexible
 ARCTIC Our ARCTIC230 garments are perfect for every adventure in the cold. This functional fabric combines all benefits to face harsh weather conditions. Strenuous activities are no problem with this warm and quick-drying fabric.	230 gsm	tops 50% finest merino wool 50% performance polyester bottoms 47% finest merino wool 47% performance polyester 6% stretchy elastane	• strong insulation • warm • comfortable
 WOOL SUPER.BRUSH This fabric provides maximum comfort through its merino wool content, combined with the high functionality of polyester. This cozy material is perfect for an active lifestyle, but also for a relaxing evening at home.	255 gsm	30% finest merino wool, 67% performance polyester 3% elastane	• cozy • brushed inside • soft warmth
 WOOL SUPER.BRUSH DWR You would like to wear our WOOL SUPER.BRUSH fabric but it is drizzling outside? Our durable water repellent range (DWR) is the answer, still offering the very same comfort and breathability as the regular fabric.	255 gsm	30% finest merino wool 67% performance polyester 3% elastane	• cozy • durable water repellent • fluoride-free
 WOOL SUPER.STRETCH WOOL SUPER.STRETCH is a functional fabric, which combines the quick-drying properties of polyester and anti-bacterial characteristics of merino wool. Adding stretchy elastane, you receive the best fabric for your training.	220 gsm	32% finest merino wool 63% polyester 5% elastane	• shape-retaining • stretchy • body-contouring
 MERINO.LUX MERINO.LUX offers premium feel & function for high luxury sports and everyday clothing. The elasticity and rebound effect of Lycra combined with the finest 16.5 micron merino wool is truly unique in the market.	220 gsm	36% finest merino wool 46% performance polyester 18% Lycra	• super-stretchy • premium feel • luxurious comfort

FABRIC	WEIGHT	COMPOSITION	BENEFITS
 BIO SUPER.WOOL JERSEY This fabric is a blend of merino wool and PrimaLoft® Bio™ fibers, that have been developed to return to materials found in nature, to reduce the environ-mental impact of microfibers and garments throughout their life.	175 gsm	tops 50% finest merino wool 50% biodegradable polyester bottoms & bras 47% finest merino wool 48% biodegradable polyester 5% stretchy elastane	• sustainable • functional • everyday-comfort
 BIO SUPER.WOOL Just like our BIO SUPER.WOOL JERSEY, our BIO SUPER.WOOL is a blend of merino wool and PrimaLoft® Bio™ fibers. With its heavy grammature it is especially cozy and non-sheer.	248 gsm	50% finest merino wool 50% biodegradable polyester	• sustainable • cozy • non-sheer
 FRESH WOOL.MESH Breathable and quick-drying, this light fabric is used for high-performance shirts and breathable inserts.	120 gsm	49% finest merino wool 47% performance polyester 3% nylon 1% elastane	• highly breathable • fast drying • soft wool touch
 AIR WOOL.MESH This super light and functional fabric combines premium merino wool with cooling nylon and stretchy Lycra. It is a perfect fabric for super light and breathable performance shirts, underwear and functional inserts.	100 gsm	56% finest merino wool 39% polyamide 5% Lycra	• highest breathability • ultra light • cooling nylon
 LIGHT TECHNO BI-ELASTIC This bi-elastic fabric combines nylon and elastane and is used as windbreaker insert for jackets, shorts, skirts and functional tops.	75 gsm	78% nylon 22% elastane	• wind-resistant • bi-elastic • strong and reliable
 SUPER COTTON.WOOL This midweight fabric is a blend of all natural fibers. It combines the natural benefits of merino wool with the positive properties of or-ganic cotton. It is shape-retaining and non-sheer. A perfect companion for everyday.	165 gsm	45% finest merino wool 55% organic cotton	• soft cotton-like touch • non-sheer • shape-retaining
 PRIMALOFT® RISE LOOSE FILL PrimaLoft® RISE insulation provides a true vegan alternative to natural down, with elevated style, warmth, and comfort. It enables lightweight performance at astonishingly high levels of thickness and loft.	80 gsm	100% recycled polyester	• high loft insulation • 650 fill power equivalent • vegan alternative to down or wool

WORLD OF SUPER.NATURAL





FOR CLOTHING
THAT LASTS, THAT
WORKS FOR
MULTIPLE DAYS
AND THAT ADAPTS
TO LIFE.



INTRODUCING OUR **LONGEVITY MINDSET**

Most people don't notice it.

But it's the small things that drain energy. Every day. Quietly. Constantly.

An uncomfortable shirt.
Too many decisions in the morning.
That subtle feeling of "not quite right."

Until suddenly... it changes.

Fewer pieces.
Better materials.
Clothing that just works.

And all at once, there's space.
For clarity.
For focus.
For a lighter way of moving through the day.

This is where something bigger is shifting.

People aren't looking for more options anymore. They're looking for better ones.

For clothing that lasts.
That works for multiple days.
That adapts to their lives.

Brands like **super.natural** meet that moment.

Quietly.
But powerfully.

For retailers, this isn't just another brand.

It's an answer.
To customers who want less
– but expect more.

And that's where the real opportunity begins.

LONGEVITY



- Designed with longevity in mind
- Fewer, better pieces, built for intentional dressing
- Timeless style and responsible materials



W BUTTON UP RUGBY BIO STRIPE LS
Fresh White / Racing Green

W BICOLOR SUPER PANTY
Racing Green / Fresh White

W LOOSE AIR CARGO
Fresh White

SN STRIPED RIB SOCKS 2-PACK
Racing Green / Fresh White



LONGEVITY



W DROP SHOULDER BIO J DRESS
Jet Black

- The dress is versatile, combining comfort with style
- Simple, timeless design to reduce decision fatigue
- Flattering silhouette through gathering cut

LONGEVITY



- Heavyweight fabric that lasts beyond seasons
- Fewer, better pieces, built for intentional dressing
- Timeless style and responsible materials

FLOWER BANDANA
Racing Green / Various

M BUTTON UP RUGBY BIO STRIPE LS
Fresh White / Racing Green

M CARGO BIO SHORTS
Fresh White



LONGEVITY



M BIO J HENLEY LS
White Stone Melange
M BIO COTTON HENLEY LS
Bright White



- Garments designed for everyday layering
- Versatile style, suited for office and leisure
- Elevated style through placket with natural buttons

BASE ATTACK



TUNDRA 175
medium
conditions



AIR WOOL.MESH
super warm conditions



SIERRA 140
warm
conditions



BIO BASE
100% biodegradable



ARCTIC 230
cold
conditions



MERINO.LUX
the exclusive

BASE ATTACK



W BIO FLOWER SEMPLICE BRA
Blueberry / Various
W BIO BASE FLOWER HIPSTER
Blueberry / Various



BASE ATTACK



M BIO BASE LARRY TEE
Blueberry / Various
M BIO BASE LARRY BOXER
Blueberry / Various



- Responsible materials with cheeky seagull print
- Flat seams to ensure comfortable fit
- Natural comfort base layer for everyday

ARTWORKS WOMEN



- Flower print with intricate details
- Lightweight jersey for natural temperature regulation
- Quick-drying and performant fabric



W DAISY BOUQUET TEE
Muted Purple / Various
W LOOSE AIR CARGO
Fresh White



BACK IS BACK



W MOUNTAIN FLOWERS
BIO C LOOSE TEE
Bright White / Various



- Alpine-inspired print to convey our love for mountains
- Loose tee to add effortless ease to the wardrobe
- Natural blend of organic cotton and merino wool

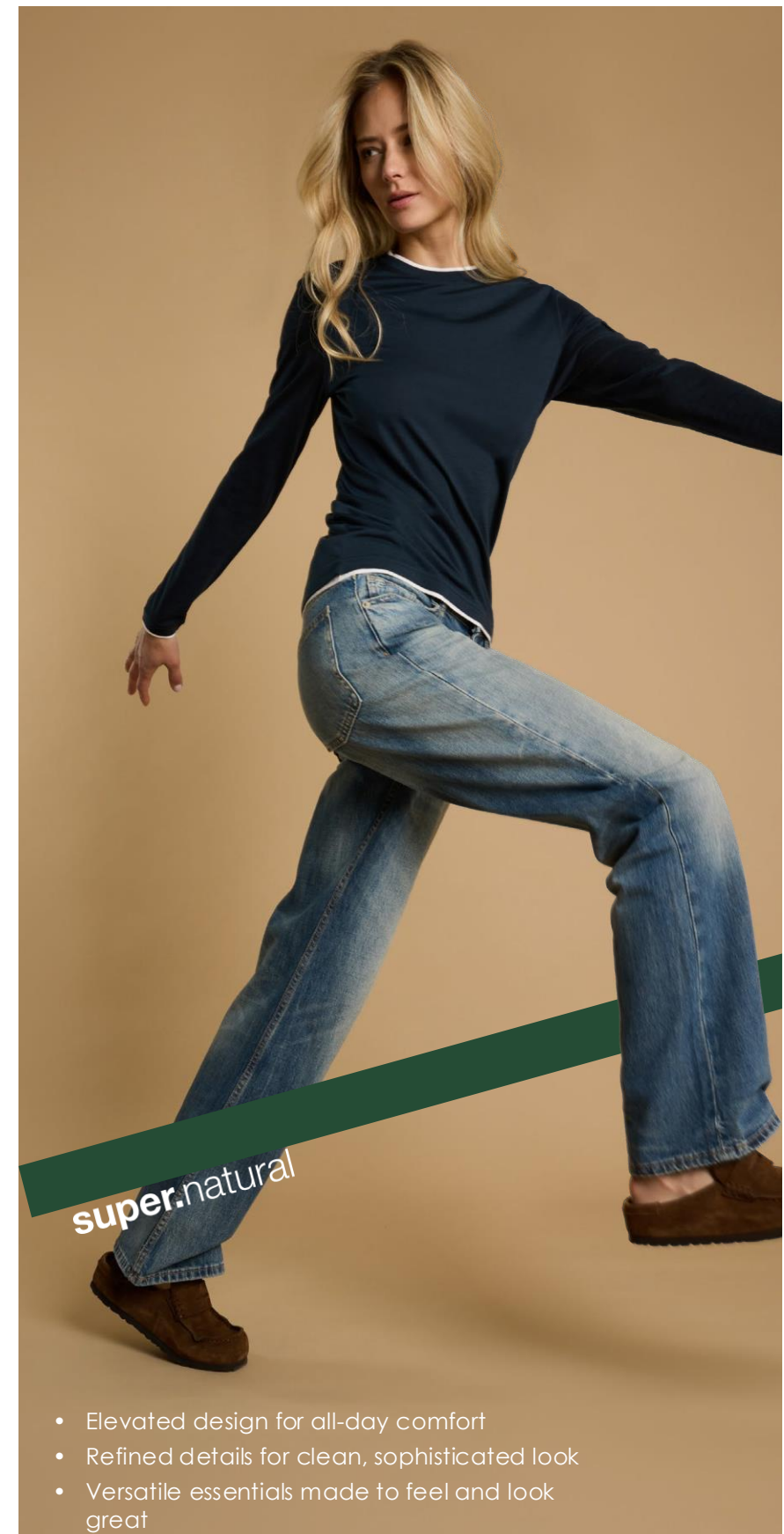
ARTWORKS MEN



M CAP CHAOS TEE
Blueberry / Various



ELEVATED ESSENTIALS



W OPTIC LAYER BIO J LS
Blueberry / Bright White

- Elevated design for all-day comfort
- Refined details for clean, sophisticated look
- Versatile essentials made to feel and look great

ELEVATED ESSENTIALS



- Elevated design for all-day comfort
- Collar made from organic cotton and merino wool blend
- Versatile essentials that can be worn anywhere



M BUTTON UP RUGBY LS
Racing Green / Bright White



ELEVATED ESSENTIALS



W CASUAL BIO COTTON LS
Bright White
W CASUAL RIB BIO J TEE
Racing Green

- Garments designed for everyday layering
- Versatile essentials with reliable performance
- Responsible materials for elevated comfort

ELEVATED ESSENTIALS



- Garments designed for everyday layering
- Versatile essentials with reliable performance
- Natural buttons complete the elevated Henley style

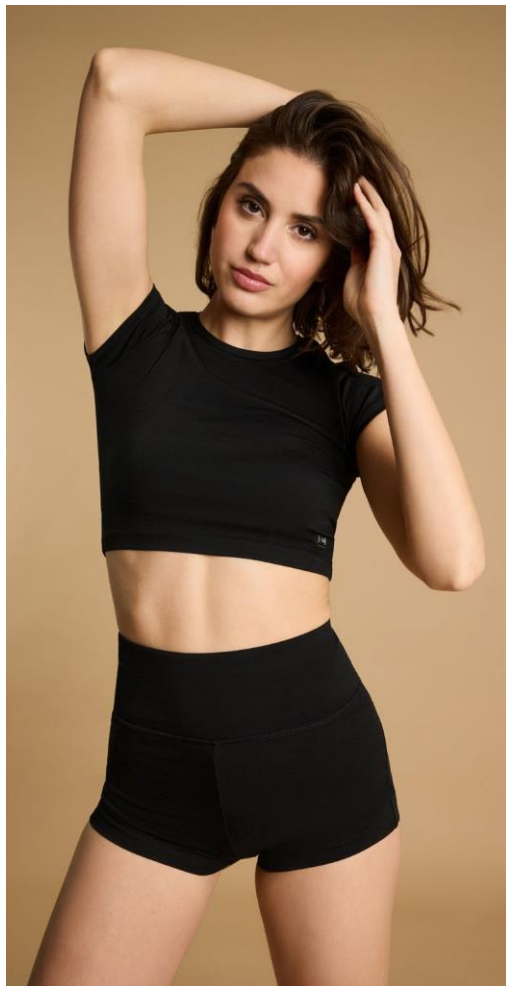


M BIO J HENLEY LS
White Stone Melange

M BIO COTTON HENLEY LS
Bright White



MERINO.LUX



PATTERN BANDANA
Jet Black / Fresh White
M LUX POCKET SLIM LS
Jet Black

- MERINO.LUX offers ultra-soft, premium comfort
- The material has a subtle sheen for a refined look
- The stretchy Ponte Roma ensures fit and

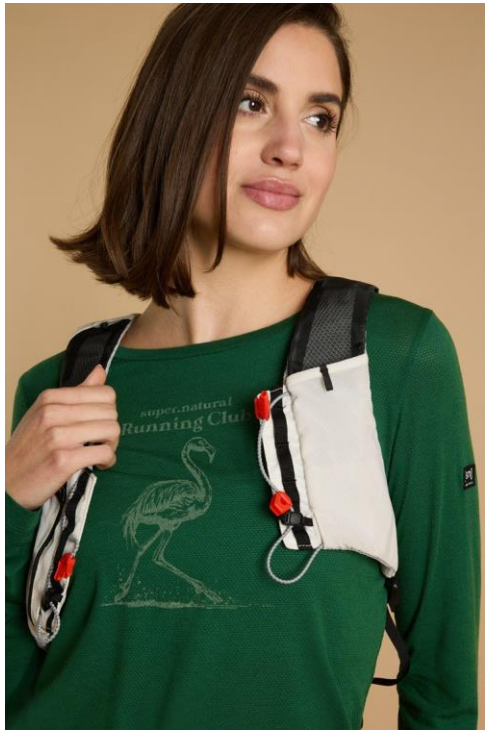
AIR WOOL.MESH



W BIO J HENLEY LS
Jet Black / Bright White

W BIO COTTON HENLEY LS
Bright White

W LOOSE AIR CARGO
Jet Black



AIR WOOL.MESH



M AIR HOODIE
Jet Black
M DOUBLE LAYER TREKKING SHORT
Jet Black / Jet Black



- Trekking shorts designed for performance
- 7 pockets for essentials & 1 loop for carabiner hook
- A style that combines breathability and wind protection

YOGA



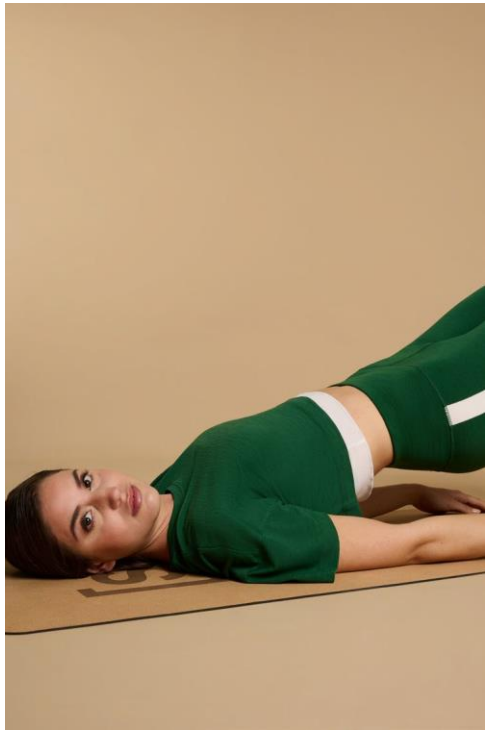
- The AIR SHRUG is a light, breathable layer
- The functional design offers style and flexibility
- Thin inlays in collar and cuffs ensure fit and durability



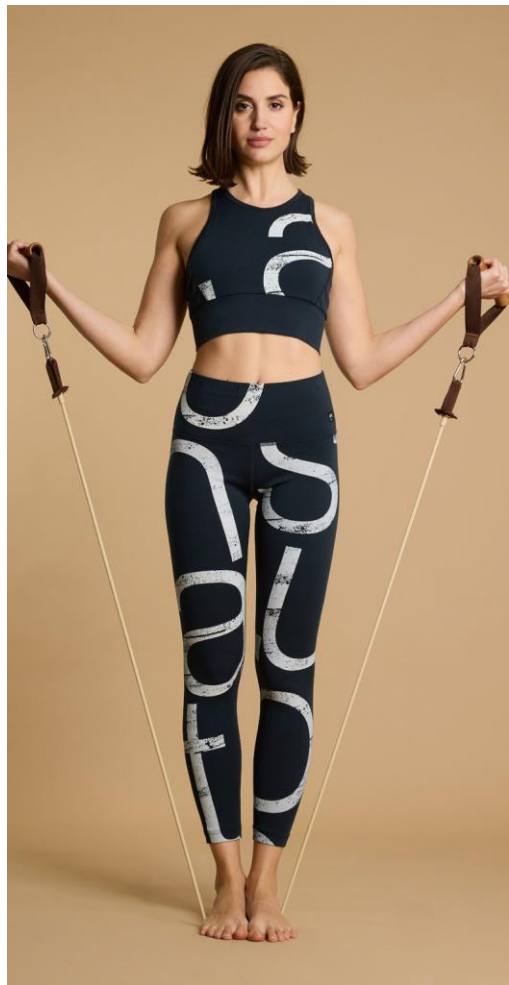
W AIR SHRUG LS
Racing Green

W COSY FLOWER TOP
Racing Green / Various

W COLORADO HIGH RISE TIGHT
Racing Green / Fresh White



YOGA



W STRIPE CROP LS
Blueberry / Fresh White
W STRIPE SUPER TIGHT
Blueberry / Fresh White



- Style and comfort for yoga, pilates and dance
- Tight fit and elastic fabric to ensure free movement
- Top with thumb cutouts for elevated look and function

YOGA



- Wide boat neckline and integrated AIR WOOL.MESH bra
- Designed for a confident, sculpted look during your class



W SEXY DOUBLE LAYER LS
Jet Black
W LUX URBAN TIGHT
Jet Black



YOGA



M BEACH CLUB BIO C TEE
Bright White / Stormy Weather
M SOLUTION SHORTS
Blueberry

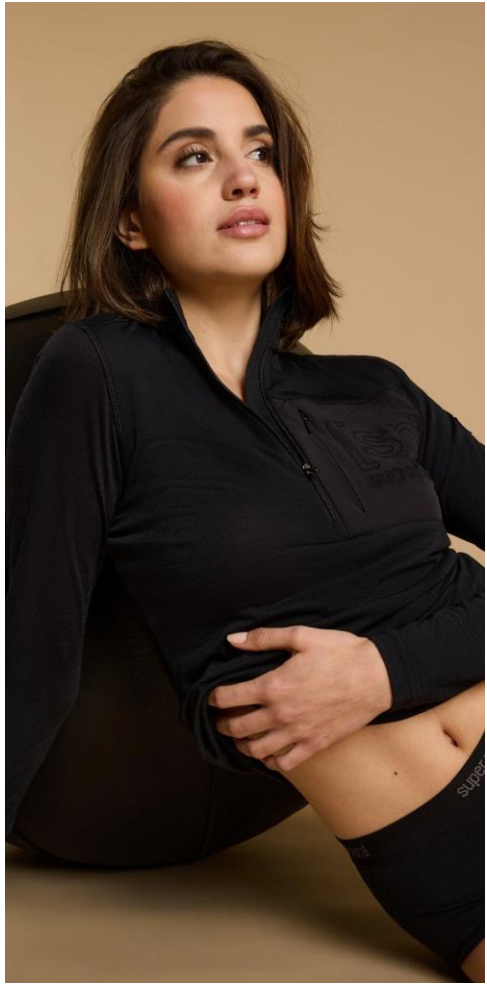


- The BEACH CLUB tee offers soft, breathable comfort
- The natural fabric supports mindful living
- Perfect for balanced movement and rest

MOUNTAIN.LOVERS



W SPORTY FLOWER TOP
Jet Black / Various
W ACTIVE LIGHTENING TIGHT
Jet Black
SN STRIPED RIB SOCKS 2-PACK
Racing Green / Fresh White



MOUNTAIN.LOVERS



M THERMA LAYER JACKET
Jet Black
M SIERRA140 MORTY TEE
Racing Green / Glacier Grey
M DOUBLE LAYER TREKKING SHORT
Jet Black / Jet Black

- A trekking short built for alpine performance
- Functional details (7 pockets) keep essentials secure
- Stable fit and double layers ensure comfort in motion

MOUNTAIN.LOVERS



- For mountain lovers who move fast
- Ventilation and reflectors to keep you cool and safe
- With zip pocket for essentials and winking smiley print



M ALARM RUNNING SMILEY TEE
Jet Black / Jet Black / Reflector

M DOUBLE LAYER TREKKING SHORT
Jet Black / Jet Black



MOUNTAIN.LOVERS



W MOVEMENT JACKET
Jet Black / Jet Black

W SPORTY FLOWER TOP
Jet Black / Various

W ACTIVE LIGHTENING TIGHT
Jet Black

SN STRIPED RIB SOCKS 2-PACK
Racing Green / Fresh White



- Running tight with supportive high-rise fit
- The durable fabric ensures stability in motion
- Reflectors and pockets for added function and safety

MOUNTAIN.LOVERS



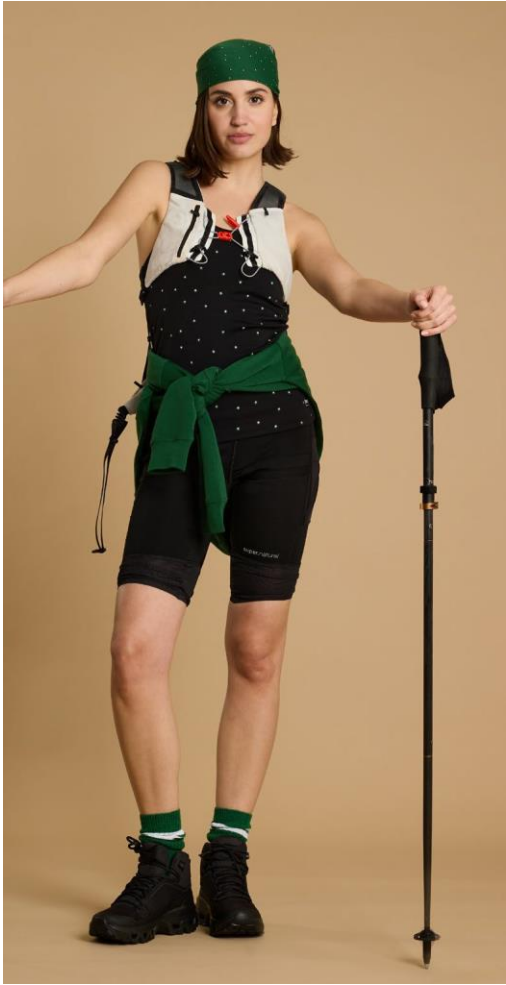
FLOWER BANDANA
Racing Green / Various

W ALARM RUNNING LS
Racing Green / Jet Black / Fresh White

W LUX TREKKING SHORT
Jet Black / Jet Black

SN STRIPED RIB SOCKS 2-PACK
Racing Green / Fresh White

- Combination of multiple materials for ultimate performance
- Luxurious comfort, stretch and temperature regulation



MOUNTAIN.LOVERS



M SHIELD DWR VEST
Jet Black

M ALARM RUNNING AIR LS
Jet Black / Racing Green

W UNIVERSAL TIGHTS
Jet Black

M SOLUTION SHORTS
Jet Black

SN STRIPED RIB SOCKS 2-PACK
Racing Green / Fresh White



- Lightweight long-sleeve with trail-ready functionality
- Ventilation and reflectors to keep you cool and safe
- With zip pocket for essentials

CYCLE SOCIETY



- Show your bike passion with this bestselling print
- Lightweight fabric for breathability and odor protection
- Perfect for warm-weather rides and urban commutes

M BETTER BIKE TEE
Racing Green / Blueberry

M DOUBLE LAYER TREKKING SHORT
Blueberry / Blueberry

SN STRIPED RIB SOCKS 2-PACK
Racing Green / Fresh White



CYCLE SOCIETY



M BIKERS LINE TEE
Blueberry / Blue Well
M SOLUTION SHORTS
Blueberry



- BIKERS LINE tee for long rides and outdoor activities
- The merino blend ensures comfort and balance
- Quick-drying for everyday performance

TRAVEL & BEACH



M FAVOURITE POCKET HOODIE
Blueberry

M SEAGULL GANG BIO J STRIPE TEE
Fresh White / Navy stripe / Various

M SOLUTION SHORTS
Blueberry



TRAVEL & BEACH



M SN PIER POCKET CREW
Blueberry / Feather Grey / Fresh White
M SOLUTION SHORTS
Blueberry



- Crewneck with printed chest pocket for everyday wear
- A V-gusset adds structure and dimension
- Cozy fabric for comfort during travels

TRAVEL & BEACH



I.D. CAP
Smoke Blue / Smoke Blue Logo
W SUMMER DIET ROLLING ROLL NECK
Fresh White / Various
W CARGO BIO SKIRT
Blueberry
SN STRIPED RIB SOCKS 2-PACK
Blueberry / Racing Green



TRAVEL & BEACH



W SEAGULL GANG BIO J STRIPE TEE
Fresh White / Navy Stripe / Various
W BICOLOR SUPER PANTY
Blueberry / Fresh White



- Striped tee that brings beach vibes and comfort
- The short bicolor panty is a bold, versatile layer
- A functional, fashionable and versatile summer set

URBAN AGILITY



- Versatile lightweight tee for dynamic, urban lifestyles
- Supports movement through fitness & urban activities

M SN SAILOR TEE
Muted Purple / Blueberry
M SOLUTION SHORTS
Blueberry



URBAN AGILITY



M ALARM RUNNING SMILEY TEE
Blueberry / Blueberry / Reflector
M DOUBLE LAYER TREKKING SHORT
Blueberry / Blueberry



- Built for urban agility and gym performance
- AIR WOOL.MESH back inserts for enhanced ventilation
- With zip pocket and reflectors for safety

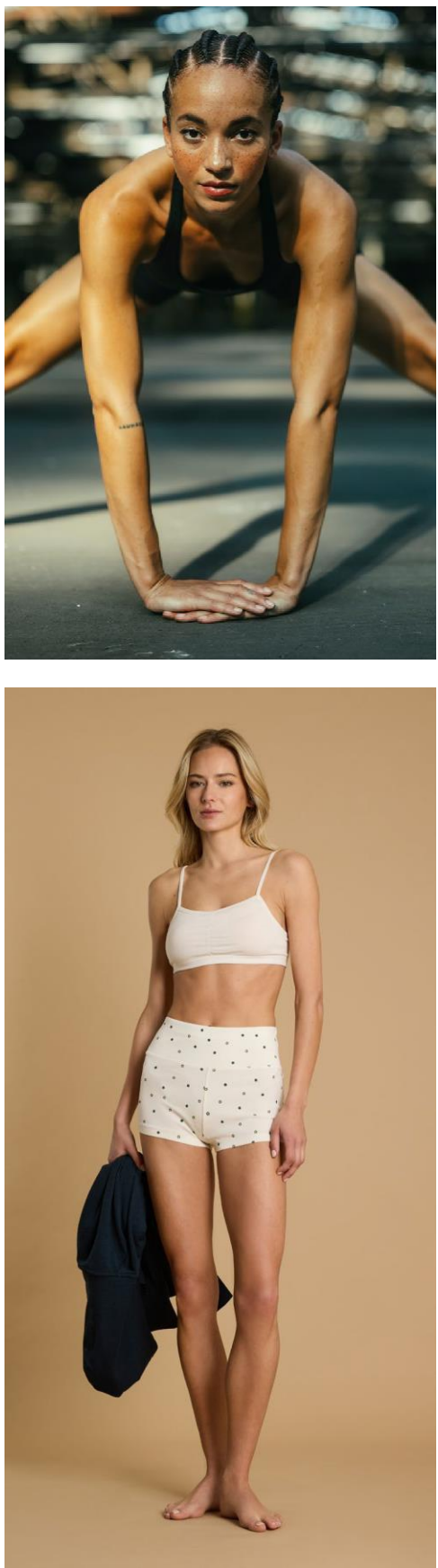
URBAN AGILITY



- Sport bra with supportive universal fit
- Durable fabric for comfort, flexibility and structure
- Crossed straps on the back add style and



W EVERYDAY ZIP HOODIE
Muted Purple
W ALL DAY SUPER TOP
Muted Purple / Light Purple
W SUPER PANTY
Muted Purple



URBAN AGILITY



W RELAX DRESS
Muted
Purple



- Relax dress for active summer days
- Merino blend that provides comfort and dries quickly
- High back neckline for UV-protection while outside

KIDS



K FAST CAR TEE
Blueberry / Various
K SEAGULL GANG BIO STRIPE TEE
Fresh White / Navy Stripe / Various





INTRODUCING OUR

ACCESSORIES

We usually build our looks around the big pieces – the jackets, the tights, the hoodies. But truth be told: a look is just a silhouette until you add the essentials. Our accessories aren't just "extras", they are the technical finishing touches that bridge the gap between "ready" and "unstoppable".

By infusing our signature merino-mix into every fiber, we've created pieces that work as hard as you do. They don't just look the part. They regulate, breathe and perform. Whether you're cutting through the city breeze or pushing toward a mountain peak, these are the details that turn a good outfit into your favorite gear.

Don't just dress. Complete the system.

ACCESSORIES



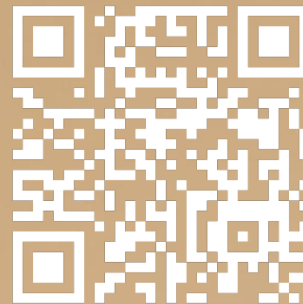
FLOWER HEADBAND
Racing Green / Blueberry / Jet Black /
Various
FLOWER BANDANA
Racing Green / Blueberry / Jet Black / Hedge Green
/ Muted Purple / Sun Ray / Various



PERFECT GRIP SOCKS
Fresh White / Vapor
Grey



- Comfortable grip socks for yoga and pilates
- Merino blend that keeps the feet dry and fresh
- Nubs on the sole ensure stability and



supernatural-
merino.com

SUPER.NATURAL WORLDWIDE:

Austria, Belgium, Canada, Denmark, Finland, France, Germany, Greece, Italy, Iceland,
Japan, Netherlands, Norway, Poland, Romania, Slovakia, Slovenia, Spain, Sweden,
Switzerland, UK

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