

Icebreaker  
Made  
Different.

# Made Different

Nature flourishes in the sunlight. We believe the same thing goes for all worthwhile human endeavours. The scrutiny of daylight breeds honesty, integrity and sustainable, long-term thinking.

So, we built our business on a foundation of radical transparency that starts on the farm, extends through the production process and makes its way onto the shelves in our stores.

We didn't have to do it that way.

It was a conscious decision to build a way forward that would be both an inspiration and a worthy legacy for whoever else is willing to make their own choices and follow the natural path less travelled.

Twenty-one years ago it meant our products were “Made Different” than everything else in the industry and, for the two decades since, we’ve committed ourselves to staying true to our belief that nature is still the answer.

If anything is remarkable about us, it’s the fact that after 21 years our clothes are still “Made Different” because nobody else in the industry has

rejected the unsustainable, addictive allure of cheap petrochemical plastics.

So why hasn't everyone else started making outdoor clothing the way we do? Well, put simply, it's too easy not to.

There are still enough sheeple (baaaad pun intended) content to spend their days on Earth wearing cheaply produced petrochemical wrappers seductively marketed with epic slogans and Yeezy collabs. Too many plastic-addicted masses brainwashed into the belief that high-performance in the outdoors is best achieved through a cuddly acronym (PET) that

rolls off the tongue slightly more naturally than “polyethylene terephthalate”.

We get it.

But we’re here to tell you that things are changing. There are signs of intelligent life in the outdoors, in the places where humankind still roams free. A global movement is forming.

Each year, day, hour there are more and more of you out there who value high performance clothing that’s natural, ethically-sourced, 100% sustainable and doesn’t ask to compromise even 1% on style or performance.

And we're looking forward to the day when everyone else gets the memo and tries to start making clothes the way we do. We honestly don't see any other option that's even remotely sustainable. Until then, we'll do our part to lead the way and proudly be Made Different.

# Tees

If you need a T-shirt to remind you to relax, keep calm, vote for Pedro, choose life, choose greatness, be legendary or just do something already, our Foundation Tees are probably not for you.

**The Foundation Tee.** This is where life begins. The base layer. Your first step.

Forget everything you think you know about what it means to wear a T-shirt. Forget its' poster child status in our mass-produced, throwaway culture. Look beyond its role modeling for junk food

fashion with no real value beyond the cultural half-life of the slogan or logo printed on it.

In the Made Different revolution, it's our Trojan Horse opening salvo. The Foundation Tee is how we introduce the notion that choosing quality, care and consideration can actually be a deliberate, rebellious act.

The Foundation Tee is the Merino gateway into the larger Made Different movement with varieties to suit any activity for all humankind. It is the core uniform for an outdoor life lived differently, no slogans required (though always welcome if they promote the cause).



Unlike every single “Just Do It” shirt ever peddled, the Foundation Tee is the story of its own production. It is Made Different down to its’ finest Merino fibre. The very act of slipping one on is a statement of your Made Different values and mindset. It is the first step to running, hiking, training, living with sustainable integrity.

Success always begins with a solid foundation. It’s the first step for building anything that has a chance of lasting beyond the first stirrings of life. That’s why every single Foundation Tee is built to perform with nature in mind, be it working as a lightweight top for a casual summer hike or sitting snug four layers deep during a Class 5 climb.

# Film Concept

## **A Tale of Two Tees**

This is the Life of the Tee concept executed in the style of the Lord of War opening credits.

The difference being that there are two T-Shirts featured in a split-screen and the storytelling runs backwards. The idea is that on the surface the Tees look the same, but as we “unpeel” the story of each shirt it reveals how different Foundations Tees are from regular T-shirts — from their materials to the manufacturing process to the types of adventures they get worn on to their smell and laundering. It’s a birds-eye view of the t-shirts as they transform in reverse.

Then, in the season when the Natural Progressives platform is rolled out, we create another video of the life of the Foundation Tee with two differences: (1) The storytelling runs forward this time beginning with the Merino sheep and (2) Now it's a view from the T-Shirt perspective looking out at the community of people in the life of the shirt — from the Farmers to the weavers to Icebreaker retail staffers and finally to the Natural Progressive purchaser of the shirt out adventuring with her Natural Progressive mates. We should create a series of videos that feature the same people-centric view from different key Icebreaker garments as a way of introducing the Natural Progressive movement and the circle of life that

connects the natural origins of the products with the humans who “adopt” them.

# Training

When you've had enough of Synthetic Training — of the hours, days, years spent wrapped in plastic insulation from the elements — we'd like to introduce you to a different way of working out : Natural Performance.

It's a simple system with a basic set of rules that start and end with what we borrow, build and learn from nature.

It's about developing a symbiotic relationship with the outdoors and using organic materials

designed for progressive achievement, not disruptive conquest.

It's the product of our desire to offer modern, functional and efficient garments without giving-in to synthetic shortcuts or performance compromises.

It's for the growing community of forward-looking people who understand and appreciate the difference between running in circles and making progress.

Our Natural Performance system, like the Merino wool it's spun from, is designed to adapt to your needs. Especially in the outdoors where high

performance success is the product of tens of thousands of repetitive movements and ever-changing variables that need to be negotiated on the fly. Simply add, subtract, and swap-out layers as you move from base camp to summit, park trail to yoga studio.

At its core, though, Natural Performance is a call to arms against the false narrative that nature-made garments are second-class alternatives to synthetics. It's time to remind the world that nature is the original solution, everything else is mere imitation.

Like a Tesla S leaving a Porsche 911 in the dust, Natural Performance is our Merino-fueled,

high-octane vehicle for myth busting every misconception about the superiority of artificial plastic over organic wool. And we're confident that all it takes is one trail, one rock, one downhill, one beach or one of anything else worth sweating over to convert the masses.

The outdoors is the battleground and Natural Performance gear is our armor.



# Film Concept

## **Natural Performance Step-by-Step**

Illustrating that Natural Performance is about making progress through a series of incremental decisions — each building on another, layer-by-layer — let's forgo a longform hero video in favour of dozens of micro videos, each depicting key moments in a person's Natural Performance journey. We shoot it in a way where each seemingly incidental moment of decision — what to eat, which rock to climb, etc. — are presented in epic scale. They can be viewed as individual snippets in a social feed or stitched together in a "Choose Your Own Adventure" interactive format.