

## O'NEILL < > BYBORRE®:

### A PARTNERSHIP THAT COMBINES INNOVATIVE STYLE WITH AVANT GARDE FABRICS

Northern Californian surf brand O'Neill partners up with Amsterdam based textile innovation studio BYBORRE® for a limited-edition collection.

By using recycled materials and bespoke production techniques – like circular 3D knitting machines and custom textiles made from the yarn up – O'Neill x BYBORRE capsule is created and fully produced in Europe. The functional products of this collaboration stand out with their original construction and unique black and white graphics showcasing the efforts in sourcing materials and combining recycled waste components with new ingredients.

To provide a deeper understanding of how the two brands worked together, O'Neill and BYBORRE had a conversation about how they identified the meeting point between their identities and converted it into a collection that keeps both souls alive. From the selection of the yarns to the outcome of the final products, the following dialogue serves as a guide for the consumer to go through the main steps of this collaboration's process.

#### INTERVIEW QUESTIONS

1. **From Jack O'Neill's iconic surf shop to his very first wetsuit, O'Neill has been a pioneering force in surf culture over the decades. How does O'Neill's translate its brand vision and values into its lifestyle line?**

*Jack was one of the leading innovators of the international surfing world. His mission was to be a force for good in everything that he did, by channelling his energy, knowledge, enthusiasm and creativity into each and every design and venture. We are still following his path and the core values he set up for the brand. Being resilient, inclusive, curious, energetic and responsible is what drives us in the concept and realisation processes of all our categories of products.*

2. **Could you please tell us about how you heard of BYBORRE, and why did you approach us? What problems did you need solutions for, or what opportunity did you see in working with BYBORRE?**

*In the past years we have been interested in BYBORRE's attention to details, materials and fabrics' construction. We recognised shared values. Once we got in contact with them, BYBORRE gave us the possibility to tell our story through their fabric. We wanted to create pinnacle pieces that unite exclusive design with a strong message of sustainability; including the fabric we source as well as the European production focus. The original black and white artwork featured on O'Neill x BYBORRE's pieces find inspiration in classic 1930s cartoons and O'Neill wetsuits.*

3. O'Neill has partnered with other brands and creatives in the past to tell their vision through the creative concept and designs of the collection. How has working alongside BYBORRE helped to tell this story and embody the spirit of this collection?

*With this collaboration we elevate our Ocean Mission story. As a brand created to enjoy nature, we see it as our responsibility to actively preserve it and contribute to a cleaner, more sustainable world. Our Ocean Mission is O'Neill's commitment to protect the oceans for generations to come. This is how we stay close to the original words of our founder, Jack O'Neill: "The ocean is alive and we've got to take care of it". That's why BYBORRE was the ideal partner to join forces with for their quality and fabric innovation.*

4. What was the need for bespoke knit textiles within the project?

*The elevated limited-edition pieces created with BYBORRE have the objective of keeping our brand the leading surf brand globally through innovation, sustainability, style and tech.*

5. O'Neill chose GRS and OEKO-TEX® certified yarns for this capsule collection. How did BYBORRE's transparent ecosystem help you make conscious decisions throughout the production of this new collection? Did it allow you for a greater understanding of the footprint of your final product?

*We received a toolbox with swatches of all the qualities and techniques we could select. From there, we selected the most suitable option for our project. Sustainable materials are important for all O'Neill garments and we work by high standards. In 2022 we qualified 82% of all our products as O'Neill Blue, with a minimum requirement of at least 50% of the shell material being derived from a preferred source. The choices BYBORRE is offering are matching our needs. The fabric was produced in Europe and we have chosen to produce the garments locally in the Netherlands, to make the footprint as small as possible.*

6. Were there any specific functional qualities you needed the textiles to possess? And how did BYBORRE help during the process of picking which textile composition and knit type would suit this need?

*We wanted the fabric to be flexible and neoprene like. Next to that, we were also attracted by the 3D knitting functional and aesthetic benefits that allow us to translate our philosophy into fabric.*

7. Was it the first time you designed your own textile from the yarn up? If so, how did you experience it? Were there any learnings when approaching textile design this way?

*We are familiar with developing fabrics from the yarn up. We have special requirements for a lot of our technical performance products, for which we select yarns and finishes to construct the right fabrics.*

8. Now about the process of the project itself. Could you tell us a little bit about the process you went through with the BYBORRE team to turn your idea into reality? What challenges did you face during the collaborative process?

*The process has had a few challenges along the way, like with any innovation process, mainly connected to the yarn testing phase. We worked together to discover which kind of yarn was more suitable for the result O'Neill wanted to achieve and for the capability of BYBORRE's knitting machines. In the end, what we selected turned into an amazing construction.*

9. **How would you describe the final outcome achieved working with BYBORRE? Do you see BYBORRE textiles being part of O'Neill's products in the future?**

*The outcome is fantastic! Premium, durable and bold. Hopefully we will be able to collaborate again in the future.*

10. **Finally, what future developments would you like to see in the textile industry in the coming years?**

*We are on a journey towards circular design. Fabrics play an essential role, and we are very excited for the potential that circular design has to reshape our industry and transform the way we produce.*