



We are a sustainable clothing brand

Designed in Iceland, inspired by waves & mountains

We create outdoor clothing from recycled fishing nets, plastic waste and organic materials. Products are stylish, comfortable and suitable for all weather conditions, made to last.

Why?

We spend most of our life outside in the mountains or in the ocean. Our dream has always been to make an outdoor clothing brand that was stylish, ethically made and fully sustainable. Spending so much time in the ocean seeing all this plastic pollution motivated us to take action. We thought there must be a way to get rid of this plastic and use it for something good, and there is.

What we do?

We take old fishing nets and plastic waste out of the ocean and turn it into our clothing. Clothing that is crafted for both worlds - the outdoors and the streets. Our philosophy is to use less, waste less and design responsible, ethical products that are built to last. By wearing Wildness we hope to inspire others to think responsibly, consciously while carrying on our message through our clothing.

Initial Market

Currently the main focus market is Iceland and Czech Republic. We will then extend our market throughout Europe, North America, Australia and Japan. Main target group are Skiers, Snowboarders, Surfers, Climbers, Hikers, Bikers, Mountaineers and people who enjoy the outdoors of all ages. We also focus on 100% sustainable market. Outdoor clothing market was forecast to reach a value of 19.6 billion U.S. dollars by 2026.



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