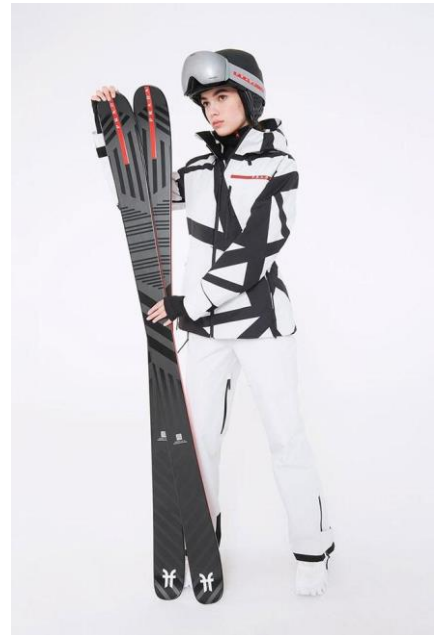


HYPEBEAST

ASPENX and Prada Release Eco-Friendly Technical Ski Wear Collection

Using carbon-free waterproofing.



Fashion

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TEXT BY

Ambrose Leung

[Prada](#) (HKSE:1913.HK -4.21%) has just released its technical [ski wear](#) collaboration with ASPENX.

Arriving in the form of a versatile hoodie, a thermal jacket, and an extreme cold ski and snowboard jacket, the collection is made with eco-sustainable practices and features details like techno piqué, post-consumer recycled polyester fibers and elastane, waxed zippers, and heat-sealed sections.

“We are excited to reveal our partnership with Prada as an integral part of ASPENX’s inaugural lineup of premium offerings for the 2021/2022 ski season,” said artist Paula Crown. “More than a fashion collection, this collaboration is a physical representation of the one-of-a-kind spirit of Aspen just ahead of the destination’s 75th anniversary. Built for uninhibited exploration, the capsule complements ASPENX’s founding vision of new possibilities, and I am beyond pleased to work with such a revered house as Prada on this momentous occasion.”

The highlight piece, the snowboard jacket, features Extreme-Tex, an innovative waterproof multilayer fabric created by Prada. It also sees Graphene padding, antibacterial properties, carbon-free waterproofing, and heat-sealed taped seams. Priced from \$2,040 – \$5,100 USD, the collection is available for both men and women over at [ASPENX](#).



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Introducing the ASPENX Prada collection

To mark the 75th anniversary of @aspensnowmass, this collaboration with @prada offers a blend of technical excellence and high performance. Designed by artist and entrepreneur Paula Crown, the red, white, and black slashes create an ultra-modern and striking appearance for a statement-making ensemble in the snow.

This capsule is comprised of an eco-sustainable selection of womenswear and menswear made from textiles engineered to support an active and adventurous lifestyle.

#ASPENX #ShopASPENX #WearASPENX #ASPENXApparel #VisitASPENX #PRADA #Collaboration #75YearsOfAspenSnowmass

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