Mineo Line: Gear for urban explorers

**Staying warm in the urban jungle**

**With its Mineo line, VAUDE is launching a fashionable apparel series whose urban, stylish looks strike a cord with the most discerning. Not only does it score high in the urban jungle, but the recycled materials and environmentally-friendly production takes a stand for sustainability as well.**

Outdoor is everywhere! Functional apparel in cold, windy and snowy conditions is essential, and not only in the mountains but in everyday life as well. VAUDE's Urban Life collection has been successfully performing in terms of function as well as fashion for many years.

Now stylishly tackling big city winters! This is the motto for the 2019/20 season, and especially for the VAUDE Mineo look. It is the ideal winter choice for young, trendy urban explorers constantly on the go, with no time to worry about the right outfit.

**Modern silhouettes for urban explorers**

Two clever items for women open the show: The **Women’s Mineo Reversible Jacket** and the Women's Mineo Cape. The first is a two-tone reversible jacket with sherpa fleece on one side and cuddly teddy fleece on the other. The Women's Mineo Reversible Jacket has a wide stand-up collar and widely cut shoulders, making it incredibly comfortable to wear and offering high feel-good potential.

The trendy **Women’s Mineo Cape** is made of environmentally-friendly materials and scores high with cuddly warm, natural insulation. [PrimaLoft® Silver Insulation Natural Blend](https://www.vaude.com/de-DE/Unternehmen/Projekte-Kampagnen/Green-Shape-Core-Collection/Natur-Materialien/) is made of 70 % recycled polyester from recycled PET bottles and 30 % kapok plant-based down, a cotton-like plant fiber. A truly sustainable thermal buffer. The longer back, widely cut shoulders and full hood will keep you warm and toasty throughout the autumn and winter seasons. So the Cape is a stylish, urban option and a versatile shot of warmth to pair with jeans, a skirt or leggings.

**Well insulated through winter**

The straight-cut **Women’s Mineo Coat** and **Men’s Mineo Parka** may look cool, but they’re meant to keep you wonderfully warm thanks to the innovative thermal insulation made of plant fibers.

The cozy inner fleece and soft textile hand of the recycled outer materials increase its feel-good factor while the Ceplex membrane will keep you absolutely dry in rainy weather. A plethora of pockets also provide plenty of storage space for accessories – perfect for the way to work or evening trips to the movies or pub.

Women's Mineo Coat and Men's Mineo Parka are functionally enhanced by many well thought-out, classic VAUDE details such as a removable hood, soft inner cuffs that block the wind and cold, and zip openings for more freedom of movement. Reflective prints in the sleeve flap and in the side zip panels are ingeniously designed – to help enhance your visibility factor on your way to work in the early morning hours or on your evening strolls through the city.

**Real men need warmth**

Jack Frost visited in the night? Then even HE needs an extra portion of warmth – the **Men’s Mineo Padded Jacket**, an urban insulation jacket, offers just that. The functional warmth of PrimaLoft® Insulation keeps your body warm while the hood also keeps your ears toasty. The outer material and a finely embossed lining made of recycled materials catch the spirit of the age and are just as popular with fashionistas as they are with eco-warriors. When the temperatures rise, the Mineo Padded Jacket can be easily stowed away in your bag or backpack to save space.

The **Men’s Mineo LS Shirt** rounds out the new Mineo Line nicely. The straight-cut, brushed flannel shirt made of a soft, environmentally-friendly cotton blend has a very soft hand and cleverly stylish looks thanks to a concealed button placket and decorative melange design. Whether worn open with a contrasting tee or as a classic button-up – it’s a shirt with swagger either way.

**Sustainability in the urban world**

Sustainability is the top priority with all members of the Mineo Line. The VAUDE Green Shape label stands for environmentally-friendly, functional products made from sustainable materials. Since 2018, all VAUDE jackets and coats feature the water-repellent, PFC-free, Eco Finish treatment; a clear sustainable, fashion statement for the environment.

**Additional information:**

<https://experience.vaude.com/hinter-den-kulissen-eine-vaude-shootings/>

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