

TÖASTIE

TINY EXPLORER®

Töastie takes on new eco frontiers with its AW20 collection



British brand Töastie is proud to launch its new innovations in sustainability for the upcoming season. Moving away from the traditional textiles used for outerwear, the new EcoReversible® Cloud Puffer is filled with Sorona, a cosy faux down derived from natural corn. Available in five different colourways, each coat comes in a reversible contrast tone and is machine washable, light, breathable and designed with room for little ones to grow.

Töastie's mission to marry function with fashion sees the creation of the Luna Puffer: a range of style-conscious puffers filled with responsibly sourced duck down. The Copper and Desert Pink style come with a high-shine finish, while the Midnight Forest and Glacier Cherry colours feature a fashionable, wet-look exterior.





New for babies, the Cloud Onesie has been meticulously designed for comfort and ease with double zips and a sherpa-lined 'snug hood'. This style comes in four colourways, three of which feature cute bear ears and all are filled with Sorona.

All of Töastie's Rainwear and Parkas are made using recycled PET plastic bottles and proudly meet technical performance requirements. The North Star Parka is introduced in three unisex colourways and is fully waterproof, filled with Sorona for warmth and its hoods lined with warm sherpa and trimmed with removable eco faux fur.

Underpinning Töastie's passion to educate children on the great outdoors, AW20 also sees the launch of Tiny Corners, an initiative that encourages its Tiny Explorers® to nurture a pocket of nature in their own home - regardless of whether they have access to a garden. As highlighted by the pandemic, the connection to nature in the lives of children plays a crucial role in terms of creating a calming activity and combatting anxiety. Every order will include a seed-bearing lollipop stick and customers will have the option to purchase a second lollipop to donate to children in underprivileged areas, working with schools to get classes planting 'Tiny Corners' in their homes. The biodegradable sticks simply need to be planted in soil to eventually flourish into strawberry or basil plants.

About Töastie

Töastie was founded by two friends with a shared love of exploring the great outdoors. Kirstie Duke and Lucinda Waite met at university; Lucinda has built on her experience working for Burberry, Abercrombie & Fitch and Superdry. Together they wanted to bring stylish, eco-friendly and premium quality outerwear to market that was affordable, lightweight and cosy, hence the brand name: Töastie.

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