

Press Release

RUDOLF develops CONVENIENTER NATURAE VIVERE with Sasha Neema Ponte

Geretsried & Copenhagen, March 2025 - In a creative partnership with up-and-coming designer Sasha Neema Ponte, RUDOLF presents the new fashion collection CONVENIENTER NATURAE VIVERE (Latin for „living in harmony with nature“). The groundbreaking collection combines high performance technology with bio-based solutions, creating a bridge between the individual and nature - ideal for modern humanists who feel disconnected from their natural roots in their urban lives.

CONVENIENTER NATURAE VIVERE tells the story of people who want to rediscover their connection to nature in the hustle and bustle of city life. Every garment in the collection has been finished and refined using RUDOLF technologies, making the textiles not only aesthetically pleasing but also functional. They offer maximum comfort, protection and unrestricted freedom – both in everyday life and in special moments.

The collection brings natural elegance to urban spaces and ensures that modern people can experience their original side in an urban environment. By integrating RUDOLF technologies, the garments remain innovative and sustainable at the same time.

Alexander Hanel, Head of Corporate Brand & Marketing at RUDOLF, emphasises: 'With CONVENIENTER NATURAE VIVERE, we have created a collection that bridges the gap between nature and urban everyday life. Our pioneering innovations, which can be found in every part of the collection, improve these materials so that they offer optimal wear comfort, protection and sustainability - inspired by nature'.

Sasha Neema Ponte, the creative designer behind the collection, explains her vision: „With CONVENIENTER NATURAE VIVERE, we want to encourage people to rediscover their connection to nature in urban environments. This collection combines technology and biomimicry to highlight our everyday encounters with nature and foster a more conscious mindset.“

CONVENIENTER NATURAE VIVERE is a tribute to the balance between people and nature – a collection that combines fashion and sustainability, ushering in a new era in sustainable design and modernity.



Reader enquiries

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Notes for editors

About RUDOLF

RUDOLF remains true to its values of quality, innovation and sustainability and continues to develop game-changing technologies to transform the textile industry and meet the growing demands for environmental sustainability.

With approx. 2,000 employees in 45 countries, **RUDOLF** provides logistical and technical support to its customers worldwide.

The combination of scientific expertise and customer proximity makes **RUDOLF** an experienced and competent partner in the textile finishing industry. The company is proud to offer products that comply with OEKO-TEX® and GOTS standards, is committed to the ZDHC and is a partner of the bluesign® system. **RUDOLF** is a founding member of the Transformer Foundation and lives the philosophy of the Responsible Care initiative, which stands for responsible behaviour in the areas of environment, safety and health.

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