



**Earth Day:
Thermore meets the creative flair of Jacopo Ascari and signs
the exclusive jacket collection for the British brand Contrado**



Milan, April 16th 2025 – In honor of **Earth Day**, **Thermore**, a leading company in thermal insulation for performance apparel, announces a unique collaboration with illustrator and artist **Jacopo Ascari** to personalize the puffer jacket of the British brand **Contrado**. This initiative stems from the shared commitment to protecting our planet, highlighting the importance of environmental responsibility and beauty as powerful tools for raising awareness about climate change.

The project, titled **TUTTO SU MIA MADRE (Terra)** is a tribute to what has always been our "Mother Earth," the vital core of our existence. Today, more than ever, the planet is suffering due to the inevitable warming caused by irresponsible and aggressive human behavior. Through his illustrations, Jacopo Ascari creates a melancholic yet powerful metaphor for our relationship with the Earth, drawing inspiration from renowned works of Renaissance and modern art history.

His visual interpretations evoke the imagery of mothers and courageous women as symbols of rebirth and hope, conveying a message of love and gratitude for our planet. The concept

of Mother Earth is expressed through a combination of sensitivity, strength, and beauty, emphasizing the idea that beauty itself can save the world, echoing Dostoevsky's famous words: "Beauty will save the world."

Jacopo Ascari, known for his ability to merge art, design, and social reflection, has drawn inspiration from masters such as Botticelli, Picasso, and Klimt, blending these influences into a visual project aimed at raising public awareness of the urgent need for change. Furthermore, the artist references Pedro Almodóvar's film "All About My Mother" to evoke the significance of care and attention—qualities we should extend to our Mother Earth.

"This project was born from the desire to pay tribute to the Earth as one honors a mother: with respect, tenderness, and deep love. I envisioned a series of images that would speak to the heart, evoking female icons from the history of art, reinterpretations of works by Botticelli, Klimt, and Picasso, as symbols of rebirth and protection. I believe that art, like fashion, has the power to raise awareness and stir consciences. Together with Thermore, I wanted to create a visual message that inspires everyone to take better care of our planet, every single day" declares **Jacopo Ascari**.





The puffer jacket created by Contrado, featuring Thermore padding and adorned with Jacopo Ascari's illustrations, serve as tangible symbols of this collaboration. These jackets are not merely garments but statements of awareness—a visual declaration of Thermore's commitment to promoting responsibility towards the Planet through its innovative, low-impact materials.

*"This collaboration perfectly aligns with Contrado's vision of merging artistry with conscious fashion," said **Chris Childs, Director at Contrado**. "By partnering with Jacopo Ascari and Thermore, we're creating pieces that not only make a bold visual statement but also embody a meaningful message about our collective responsibility toward the environment. At Contrado, our print-on-demand model ensures minimal waste and more sustainable production, reinforcing our commitment to ethical, responsible fashion".*

Laura Beachy, VP of Global Marketing and Communication at Thermore, added: *"At Thermore, we believe that sustainability should be at the core of every innovation. This project represents our commitment to not only developing eco-friendly insulation but also supporting creative initiatives that inspire a greater conversation about the future of our planet."*

Thermore® Ecodown is the heart of Contrado's puffer. This innovative insulation, made from recycled fibers sourced from post-consumer PET bottles, represents a true revolution, combining high performance with sustainability. The result of years of research and development, it offers a responsible and advanced alternative to traditional padding.

This project is not just a creative endeavor but a heartfelt declaration of love for our Planet. Through the beauty of imagery and the power of meaningful messages, Thermore, Jacopo Ascari and Contrado intend to inspire the public to reflect on their relationship with the Earth and make more conscious choices for the future of our environment.



About Thermore

Based in Milan, Italy, Thermore specializes in the research, development, production and marketing of high-quality thermal insulation for performance apparel. Through its global sales network and its production facilities in the Far East and Europe, Thermore caters to the best brands in the outerwear industry. Thermore was the first company to launch a recycled insulation and is now highly focused on sustainable innovation, using post-consumer waste such as PET bottles.

About Jacopo Ascari

Jacopo Ascari was born in Modena in 1993. Raised in a creative and stimulating environment, he began working as a freelance illustrator at a young age. In 2018, he earned a degree in Architecture and Urban Planning from the Politecnico di Milano. His early years of training were dedicated to the world of contemporary art, and in 2020, he founded Atelier Ascari, an illustration studio based in Milan. Atelier Ascari has been featured in numerous publications and collaborations, with a strong focus on the fashion, architecture, and design industries. At the heart of his work lies a deep commitment to the representation of the city, architecture, fashion design, and beauty—an approach that proudly embraces a “maximalist” and baroque aesthetic.

About Contrado

Contrado is a London-based print-on-demand company that empowers independent artists and designers by turning their ideas into premium, custom-made products. With a focus on sustainable production, Contrado produces items on demand, reducing waste and overproduction. From fashion and accessories to homeware and art, each piece is crafted with care using high-quality materials and ethical practices.

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