

# “Power Comes from Within”

## Thermore Launches First Consumer Campaign

### Innovative Virtual Production Highlights Comfort and Versatility Through Self-Discovery

**Milan, Italy: November 12, 2024** – **Thermore**, an Italian manufacturing firm that has been innovating in the **apparel insulation** sector for over 50 years, announces the launch of its first consumer campaign. Imagined by global creative team, Innocean Italy “Power Comes from Within,” is a brand manifesto highlighting the quality and versatility of its synthetic insulation and its commitment to wellness, comfort, and sustainability. The campaign features apparel companies, **Aspesi**, **Emporio Armani**, and **Karbon**.

Set in three different landscapes, the video chronicles the protagonist's journey through life's daily challenges. In each scene, the adaptability and performance of **Thermore®** insulation enables her to face each situation with confidence and comfort. This not only highlights the resilience of the protagonist, but also the exceptional ability of **Thermore®** products to adapt to any environment and weather condition, turning each challenge into an opportunity for personal expression.

The full 60-second commercial spot is available [here](#).

*“We want to inspire every individual to reach their potential by showing that the quality and innovation of our thermal insulation can transform any experience,”* said **Patrizio Siniscalchi, CEO of Thermore**. *“Our commitment to consumer well-being is what drives every choice we make. That's why we continue to innovate our technology, delivering the safety and comfort needed to dominate any environment.”*

To create this campaign, **Thermore** collaborated with three prominent brands from the world of fashion and technical apparel known for their style, quality, and innovation. The garments worn by the protagonist are by **Aspesi** for the city setting, **EA7 Emporio Armani** for the country scene, and **Karbon**, a Canadian brand specializing in skiwear, for the final mountain scene.

*“We are proud to partner with these prestigious brands that share our values of quality and performance. The array of brands truly embodies the essence of **Thermore** – to provide a product line that is high quality and versatile for a variety of settings”* concluded **Siniscalchi**.

In keeping with **Thermore's** philosophy to promote innovation in every aspect of its activities, the commercial was created using virtual production technologies, an advanced technique that combines real and digital worlds to create visual content in real time. Specifically, for this campaign **Thermore** employed **Stagecraft** and an **LED Wall**, technologies that allow actors to interact with huge LED screens on which virtual environments are projected, thus offering immersive and dynamic storytelling.

Moreover, virtual production offers significant advantages in terms of time and video quality: unlike traditional backdrops, it allows free camera movements on the set, maintaining accurate proportions and focus, with a realism that projects the audience directly into the narrative. This is a methodology that is rapidly transforming the way visual storytelling is done and has allowed **Thermore** to align its production with the same technological excellence that characterizes its products.

### **ASPESI - NYLON TENERINA JACKET**



Crew-neck jacket made of soft and lightweight nylon, particularly durable and functional, padded with Thermore® wadding (Thermore® Ecodown 60 HL). The model features two patch pockets on the front and is finished with the emblematic Aspesi label. The front closure with logoed corozo buttons completes the garment. Dry fit.

**Composition:** 100% nylon

**Price:** 340€



### **EA7 EMPORIO ARMANI - art. 6DTK03**

Hooded caban in 100% recycled polyester fabric, the padding is a 145 g padding in THERMORE® ECODOWN FIBERS GENIUS

**Composition:** 100% recycled polyester

**Price:** 320€



### **KARBON - SOUTH JACKET, COMPASS COLLECTION**

South jacket from Karbon's Compass collection, padded with Thermore® Ecodown Fibers-a synthetic alternative to goose down, with a soft texture and just the right level of warmth. This technical down jacket offers all-around performance in a lightweight product, providing consumers with a high level of comfort in a variety of conditions.

**K3662 - SOUTH - COMPASS**

**Price:** \$190.00 USD

## About Thermore

Headquartered in Milan, Italy, Thermore specializes in the research, development, production and marketing of high-quality thermal synthetic insulation for clothing. Thermore caters to the top brands in the fashion and sports industry. Founded in 1972, Thermore was the first company to offer recycled thermal padding and is now strongly focused on responsible innovation, using mainly fibers from post-consumer PET bottles.

Connect with Thermore on [Instagram](#), [Facebook](#), [LinkedIn](#), and [Youtube](#).

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