Press Release

HACOY Introduces New Sustainable Swim- & Activewear Collection

Munich – 29th of July 2022

Following their pre-launch event in Barcelona, Munich-based fashion label HACOY officially launches its new swim- and activewear collection today. The small collection makes a sustainable fashion splash for the summer. Introducing: two new bikinis – one in pink/orange, and one in black/white, black leggings and sports bras for women, two swim shorts for men – one in navy/light-blue and one in black, workout pants and t-shirts for men.



Equal Pricing for All

Fashion for women tends to be pricier than fashion for men. To counter this industry norm, HACOY introduces equal pricing for all genders, with bikinis and swim shorts both costing 140 EUR. Prices for the products of the new collection range from 100 – 140 EUR.

More Than Three Ways to Wear

The innovative bikini design offers endless possibilities in terms of styling. The long straps give wearers the chance to test their creativity, as the straps can be tied in countless ways to create an individual look that matches their style and personality.

Designed & Made in Italy

Italian designer Romana Tricoli is the creative force behind HACOY. She designed the collection in her home country, and insured that production exclusively used certified fabrics and high standards of working conditions.

Discover and shop the entire collection at www.hacoy.com.

About HACOY
The ethical fashion brand was founded in January 2021 in Munich, by Maximilian Rupp. Inspired by the shift of working environments that the pandemic caused, the first collection "office wear" was created to offer the most comfortable business. The founder is trying to slow down the fashion industry by creating seasonless clothing in the most sustainable manner possible.

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