

# Urban Echoes: The Lilac Wool Hooded Tee

## Product Overview

Embrace the urban aesthetic with our Lilac Wool Hooded Tee, a distinctive piece designed for the modern man who values both comfort and cutting-edge style. Perfect for casual outings, relaxed weekends, or adding a sophisticated layer to your streetwear ensemble, this tee transitions effortlessly across seasons, making it a versatile wardrobe staple for the style-conscious individual.

## Material & Fabric Composition

Crafted from a premium blend, this hooded tee features 70% Responsibly Sourced Merino Wool and 30% Recycled Polyester. The merino wool offers natural temperature regulation, breathability, and a luxurious soft hand-feel, while the recycled polyester adds durability, shape retention, and a subtle stretch. With a substantial fabric weight of 220 GSM (Grams Per Square Meter), it provides a comfortable medium-weight drape that's neither too heavy nor too light, ideal for year-round wear. The texture is smooth with a fine, soft brushed finish that feels gentle against the skin.

## Size Guide

Size	Chest (cm)	Waist (cm)	Length (cm)	Shoulder (cm)	Sleeve Length (cm)
M	104-108	90-94	72	45	23
L	109-113	95-99	74	46.5	24
XL	114-118	100-104	76	48	25
XXL	119-123	105-109	78	49.5	26

\*Measurements are taken flat. Please allow for a tolerance of +/- 1-2 cm.\*

## Care Instructions

To maintain the quality and longevity of your Lilac Wool Hooded Tee, please follow these care instructions: Machine wash cold (30 degC) on a gentle wool cycle with similar colors. Use a mild wool-specific detergent. Do not bleach. Lay flat to dry to prevent stretching and maintain shape; tumble drying is not recommended. Iron on a low heat setting if necessary, avoiding direct contact with any printed elements. Dry cleaning is suitable, but opt for a professional wet cleaning process for best results and environmental considerations.

## Sustainability & Origin

This Lilac Wool Hooded Tee is ethically manufactured in Portugal, a country renowned for its high-quality textile production and skilled craftsmanship. The Merino Wool used is certified by the Responsible Wool Standard (RWS), ensuring animal welfare and land management practices are upheld. The recycled polyester component is Global Recycled Standard (GRS) certified, verifying the recycled content and responsible social, environmental, and chemical practices in its production. By sourcing responsibly and manufacturing locally, we aim to minimize our carbon footprint and support sustainable production chains.

## Style Notes

Elevate your everyday look by pairing this Lilac Wool Hooded Tee with dark wash slim-fit jeans and crisp white low-top sneakers for a smart casual vibe. For a more edgy streetwear aesthetic, layer it under an oversized denim jacket or a technical utility vest, finishing the look with cargo pants and chunky sneakers. In cooler months, it works perfectly as a sophisticated base layer under an unbuttoned flannel shirt or a lightweight bomber jacket. Its unique lilac hue makes it a year-round statement piece, adding a pop of subtle color to any outfit.