

DEDICATED.

SS27 — ROUTE UNKNOWN



LOOKBOOK





We are Dedicated

Dedicated was founded in 2006, offering printed T-shirts in organic and Fairtrade-certified cotton. Today, we have come a long way, offering extensive collections made in only natural, organic, or recycled materials. Our collections include styles in unique prints and patterns, designed by our talented in-house team or in collaboration with renowned photographers, illustrators, and artists, as well as garments in solid colors, such as timeless basics.

Our brand is centered around transparency, honesty, and staying true to our values. We truly believe that fashion can be done differently and we are dedicated to changing the industry norm. We work with suppliers that share our ethics and respect international labor standards, and we always use raw fabrics/materials that are certified by some of the industry's most demanding environmental standards.

Working with reliable and credible certificates is vital to us and a way of showing the world that we are serious about our mission and responsibilities as a modern-day clothing brand.

We design our collections focusing on personal style, quality over quantity, and with people and the planet in mind - always striving to be better in terms of resource use and overall impact on nature, people, and animals. Hence our name: Dedicated.

SS27

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ROUTE UNKNOWN

Route Unknown is inspired by a railway journey through Europe and time — where nostalgia meets the ease of summer travel. Influenced by the free-spirited mood of the 1970s and today's urban explorer, the collection is built around breathable cotton fabrics such as basket weave, seersucker, and soft jersey, alongside a relaxed swim range. Designed for warm days in motion — from city strolls to sunlit train rides and spontaneous swims — the pieces feel light, expressive, and effortless. Route Unknown is a wardrobe designed for movement, freedom, and easy summer living.





RECYCLED POLYESTER

- No new oil extraction
- Made from recycled PET bottles
- Restricted chemical use













RECYCLED NYLON

- Made of yarn waste
- Skips the extraction of oil
- Saves energy









ENIKŐ KATALIN EGED



We're pleased to be working again with Enikő Katalin Eged, a Budapest-based artist, graphic designer, and illustrator known for her intuitive narratives and atmospheric work. A graduate of the Hungarian University of Fine Arts, she has over four years of experience as a print and surface designer, working with both analog and digital mediums. Her art conveys distinct feelings and evokes a sense of familiarity through simple, abstract graphics that focus on animals, still lifes, and visual storytelling.







Enikő Katalin Éged





Enikő Katalin Eged



ORGANIC COTTON

- No toxic chemicals
- No water pollution
- Healthy soils









Woven Waffle





28

AREA
VIDEOCIRCOLATA

25

EB 889K



















LENZING ECOVERO™

- Wood from certified forests
- Lower CO₂ emissions than generic viscose
- Certified EU Ecolabel





LENZING™ ECOVERO™





LENZING™ ECOVERO™



EUROPEAN LINEN

- European Flax™ certified
- Grown in western Europe without irrigation
- Low-input and fast growing





European Linen







FAIRTRADE CERTIFIED

- Empowers farmers
- Minimum price for cotton
- No GMO





REGENERATIVE ORGANIC CERTIFIED™

- Regenerates soils
- Sequesters more carbon
- Preserves ecosystems





Jersey Basics





Headquarter & global distribution

ORDER DEADLINE —
2ND OF AUGUST, 2026

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