

Emirates has unveiled matching swimwear shorts for fathers and sons that are made from ocean plastics

by Ekta Joshi(<https://luxurylaunches.com/author/ekta/>)

In aiding families flying off on long summer holidays, the [Emirates](https://luxurylaunches.com/tag/Emirates/) official store recently unveiled matching [swimwear](https://luxurylaunches.com/tag/swimwear/) shorts for fathers and sons. Part of the Emirates Landing collection, the shorts are manufactured in close collaboration with renowned swimwear label- Joseph & Alexander.

Deviating from the airlines' classic red colorways, the exclusive swimwear shorts come in light blue and turquoise shades that are said to mimic the natural hues found in the earth's oceans. They are made using recycled fabric derived from plastics found in the oceans and also boast of eco-friendly ink in the textile designs. The collaboration is a part of the airline's wider campaign to promote cleaner air travel that focus on ecological conservation and sustainable luxury.

Commenting on the collection, David Staff, manager of merchandising for Emirates Official Store in a statement said, "Our collaboration with Joseph & Alexander taps into the growing community of fashion-conscious consumers who want more sustainably made clothing to extend their positive impact on the environment." He further added, "Creating clothing that really has something to say was part of our strategy to incite raised levels of awareness. The Joseph & Alexander and Emirates shorts tell a story, encouraging an educational conversation between adult and child around sustainable practices."

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The Emirates X Joseph & Alexander shorts are currently available for purchase online at www.emirates.store.com as well as at official Emirates stores in Dubai and Abu Dhabi.

[Via: [CWB](http://cwb-online.co/emirates-official-store-collaborates-with-joseph-alexander-on-father-and-son-shorts/)(<http://cwb-online.co/emirates-official-store-collaborates-with-joseph-alexander-on-father-and-son-shorts/>)]

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