

TRANSNOMADICA



PRESS RELEASE

Transnomadica, in partnership with Parks California, develops unique global license for vintage clothing; unveils “Return to Nature”, a collection of artisanally-restored and reworked clothing to support healthy and thriving parks.

Los Angeles, CA – SEPTEMBER 5, 2023 – Transnomadica, a project by Maurizio Donadi rooted in an archive of vintage objects and apparel, today announced its partnership with Parks California, a nonprofit organization and California State Parks’ official statutory partner. Under this collaboration with Parks California, Transnomadica has secured the unique global license of Parks California branding for use on secondhand and vintage products. A significant percentage of all sales will be donated to Parks California to support its work of ensuring that California’s 280 state parks are welcoming, inclusive and climate-resilient spaces where all can truly thrive for generations to come.

Transnomadica’s first-ever collection for Parks California, called “**Return to Nature**,” will feature vintage one-of-a-kind, restored and customized t-shirts, sweatshirts, outerwear and accessories. The collection will debut on September 14, 2023, at a special event held at Ron Herman, the influential Los Angeles-based retail innovator known for introducing the shop-in-shop concept. Product will be launched online at transnomadica.com and at Ron Herman, and will range from \$60 to \$550 USD with sales benefitting Parks California. This curated collection of vintage apparel embodies Transnomadica’s aspiration to transform excess and leftover textiles and goods for purposeful experimentation and redesign.

“Parks are an integral part of California’s identity. They are natural treasures, historical records of our people and living reminders of our global reputation as leading environmental stewards,” said Maurizio Donadi. “My personal mission and that of Transnomadica is to inspire and develop methods for creative waste reduction through recycling and restoring vintage and textile products of value. These activities aim to question – and hopefully improve – the way we relate to our natural environment and guide us to live in symphony with nature.”

“We’re excited to launch our partnership with Transnomadica and introduce the new collection, “Return to Nature,” for the first time in the U.S.,” said Kindley Walsh Lawlor, President and CEO of Parks California. “As the official nonprofit partner to California State Parks, we are working to ensure everyone can experience the wonders of nature, while helping to adapt and innovate state parks so they are relevant, thriving spaces for generations to come. We are grateful to Maurizio and the Transnomadica team for helping us connect community to the outdoors and for supporting our efforts to reimagine parks for the future.”

ABOUT TRANSNOMADICA

Transnomadica is a series of initiatives utilizing excess, obsolete and leftover goods, of all kinds. Anchored by a panoramic perspective on utilitarian design and genuine artisanship from around the globe, our product curation draws from the best of vintage workwear, 80s & 90s fashion, denim and military apparel.

As the driving force behind Transnomadica, Maurizio Donadi assembles environmentally responsible and socially relevant initiatives. His product concept design, brand and commercial experiences at Giorgio Armani, Ralph Lauren and Levi’s Strauss & Co., enable him to creatively weave his personal affinity for all things well-lived with his desire to reconcile the excess he has witnessed in his 40-year career in the fashion industry. For more, visit <https://www.transnomadica.com>.

ABOUT PARKS CALIFORNIA

California is home to the largest and most diverse state park system in the world. There are 280 State Parks, ranging from urban parks in the heart of our cities, to beaches along our iconic coast, to historic parks celebrating the ingenuity of humanity, to redwood groves and desert expanses. Parks California is based on a new model for public, private, and nonprofit partnership, with our strength realized through statewide collaboration working together to solve complex problems more efficiently and effectively to create long term solutions. As California State Parks’ statutory partner, we have a simple mission — to help strengthen parks and inspire all to experience these extraordinary places. Visit our website for more: <https://parksocalifornia.org>.