Singer and swimmer Cody Simpson launches apparel

By Jennifer Braun - 6 July 2022

Australian singer and swimmer Cody Simpson is set to launch his own sustainable clothing line with fashion agency Styletica.

Dubbed 'Prince Neptune: The Label', the line will launch in August with 11 unisex loungewear essentials that will be available exclusively at Myer in Australia. In particular, it includes t-shirts, sweatpants, a hoodie, a crewneck sweater and a bandana, inspired by Simpson's laid-back aesthetic that works for both his sport and music career.

To meet Simpson's commitment to sustainability, the line was made using a blend of organic cotton and recycled polyester from plastic bottles. Moreover, manufacturing is taking place in a factory in India that uses solar power, while all items are expected to ship in organic cotton garment bags that are biodegradable and compostable.
Simpson is the youngest U.N. ambassador for sustainability and is also Oceans Ambassador for WWF. Most recently, he also released his fourth studio album and is currently training to make the Australian swim team for the 2024 Games. Meanwhile, ‘Prince Neptune’ is the pseudonym Cody uses for his poetry.

Prices for the line will range from $25 to $120.

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