



PRESS RELEASE

# High-performance curli Clasp Vest Harness made of apple leather

THE NEW PLANT-BASED VEGAN PREMIUM HARNESS

curli, the harness specialists from Switzerland, are once again setting new standards in the harness business with an exciting innovation - namely a vest harness made from hybrid plant based apple leather.

The new Apple Leather curli Clasp Vest Harness adds an exclusive, high-end premium line to the curli Clasp collection. It combines the functionality and performance of the curli Clasp harnesses, which were awarded Product of the Year 2021/22, with special high-class design and material.

„curli as a brand has its origins in professional mountain sports. For us, high-performance functionality and optimal ergonomics are the be-all and end-all of our designs and technical developments,“ explains Roland Primus, CEO of curli and sports specialist himself.

„Anyone who has ever been on the mountain knows the value of reliable high-tech equipment and how important it is to be able to trust each other in the team without restrictions. And that's exactly what we bring to the pet industry with our brand: Precision and peak performance, enabling a perfect connection between humans and animals. That's a promise we make with every single one of our products.

We develop our products with foresight and think through all aspects down to the smallest detail. Last but not least, animal welfare and animal health play a central role. Therefore, when developing a premium line of the successful curli Clasp collection, our choice was not conventional leather but resource-saving, animal-friendly plant-based leather. As a matter of principle, we always look for the best possible solution and plant-based leather actually offers a lot of advantages over animal-based leather.“

Apple leather is produced from side products of apple juice extraction using the most modern processes. It is a so-called 2nd level upcycling in which non-renewable materials are avoided as far as possible. The result is a high-quality, hybrid vegan leather that not only causes significantly less carbon emissions, but is also much softer and thus more comfortable to wear than conventional leather. Apple leather also outperforms animal leather in terms of longevity. It is durable, abrasion resistant and even washable.

Just how high quality the new Apple Leather curli Clasp Vest Harness really is becomes immediately clear as soon as you hold it in your hand: The feel, the high-quality manufacturing, the curli Clasp closure in an elegant, super-light aluminum version – the new Apple Leather curli Clasp Vest Harness is a premium product in every respect.





A fine perforation makes the apple leather breathable and gives it a particularly stylish look. Just like all other curli's, the Apple Leather Harness is particularly lightweight, protecting the dogs' horizontal, sensible spine. The 3-D Comfort Fit gives your dog maximum freedom of movement with maximum security and control. And to give the new curli Premium line a final touch, curli even offers matching apple leather leashes to match the harness.

The new apple leather curli Clasp Vest Harness will be available in November.



→ [Image Download at the curli Media Hub.](#)

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## curli – the Harness specialist from Switzerland

Contact marketing & public relations

Anna Fuhrmann  
marketing@mycurli.com  
+ 41 (0) 415 108 084

 mycurli.com

 @curli