

ROTORTRADE AND JONSEN ISLAND INTRODUCE CAPSULE COLLECTION

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Rotortrade unveiled an exclusive capsule collection developed in collaboration with Jonsen Island. The collection will be presented during VERTICON 2026, taking place March 9–12, 2026, in Atlanta. This launch follows the announcement of the partnership between Rotortrade and Jonsen Island last year, which was marked by the unveiling of a specially reimagined EC120 helicopter designed by Jonsen Island and completed at Rotortrade’s MRO facility in Tallard, France.

That first phase of the collaboration demonstrated Rotortrade’s industrial capabilities in completions and customization, while symbolizing the meeting of two universes, aviation and ocean-inspired lifestyle. The capsule collection presented at VERTICON 2026 represents a continuation of that collaboration, translating shared values into a wearable expression of the partnership.

The limited-edition capsule includes two variants of caps, a hoodie, a t-shirt, and a signature jacket. Each piece has been designed to reflect the spirit of both brands, combining technical inspiration with authentic design cues rooted in performance environments. The collection will be

available for sale exclusively on the Jonsen Island website and will be showcased throughout VERTICON 2026 on the Rotortrade booth #B1415.

More than a merchandising initiative, the capsule collection embodies the philosophy that brought the two brands together. The original helicopter project highlighted creativity, craftsmanship, and freedom of movement. It also reinforced the idea that helicopters are more than machines: they are tools of exploration, connection, rescue, and responsibility. This apparel collection extends that narrative, making the partnership visible beyond the aviation industry and engaging new audiences through a shared cultural language.

Helicopters have long enabled access to locations that are otherwise difficult or impossible to reach, whether offshore installations, remote islands, mountainous terrain, or disaster-affected regions. In maritime environments in particular, helicopters have been instrumental in search and rescue missions, emergency medical evacuations, and lifesaving operations at sea. This dimension of safety and operational purpose is fundamental to Rotortrade's identity and mission.

The ocean, central to Jonsen Island's creative universe, is also an environment where aviation plays a decisive role in protecting lives and supporting critical operations. It is at this intersection between air and sea, performance and protection, craftsmanship and responsibility, that the meaning of this capsule collection resides. Both brands share a commitment to authenticity, precision, and a sense of adventure anchored in real-world impact.

The presentation of this capsule collection at VERTICON 2026 demonstrates how the Rotortrade x Jonsen Island partnership continues to build through concrete initiatives that bridge industries and communities.

Visitors are invited to discover the collection on the Rotortrade booth #B1415 and experience how this collaboration connects aviation excellence with ocean-inspired design, extending the story that began with the custom EC120 into a new and tangible chapter.

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