



Ministry of Foreign Affairs

SUSTAINABLE FASHION IN ITALY

Commissioned by the Netherlands Enterprise Agency

*>> Sustainable. Agricultural. Innovative.
International.*

SUSTAINABLE FASHION IN ITALY



A GUIDE
FOR DUTCH
FASHION ENTREPRENEURS

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SUSTAINABLE DEVELOPMENT GOALS

- GOAL 1:** End poverty in all its forms everywhere
- GOAL 2:** End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- GOAL 3:** Ensure healthy lives and promote well-being for all at all ages
- GOAL 4:** Ensure inclusive and equitable quality education and promote life-long learning opportunities for all
- GOAL 5:** Achieve gender equality and empower all women and girls
- GOAL 6:** Ensure availability and sustainable management of water and sanitation for all
- GOAL 7:** Ensure access to affordable, reliable, sustainable and modern energy for all
- GOAL 8:** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
- GOAL 9:** Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
- GOAL 10:** Reduce inequality within and among countries
- GOAL 11:** Make cities and human settlements inclusive, safe, resilient and sustainable
- GOAL 12:** Ensure sustainable consumption and production patterns
- GOAL 13:** Take urgent action to combat climate change and its impacts
- GOAL 14:** Conserve and sustainably use the oceans, seas and marine resources for sustainable development
- GOAL 15:** Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
- GOAL 16:** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
- GOAL 17:** Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development



TWO WORDS ABOUT SUSTAINABILITY

Sustainability is a planetary goal and the UN summed it up in the above declaration.

Some items directly or indirectly concern the world of Fashion and its impact on the planet.

The fashion industry is the second most polluting one on the planet after gas/petroleum.

It is one of those that exploit the workforce more, especially in the third world.

It is the cruelest against the animal world.

TEXTILES AND FASHION CAN HELP TO IMPROVE:

the conditions of the planet:

- less use of water
- less deforestation
- lower pesticide use
- less or no use of harmful chemicals
- lower CO2 emission
- greater recycling of used garments
- more attention in the design phase

the conditions of the insiders:

- fairer wages
- refusal to use child labor

the conditions of the animals:

- abolishing all the forms of cruelty related to the use of the fleece or the plumage.

2 TO IDENTIFY THE MOST SUSTAINABLE FIBERS WE MUST KNOW THEM

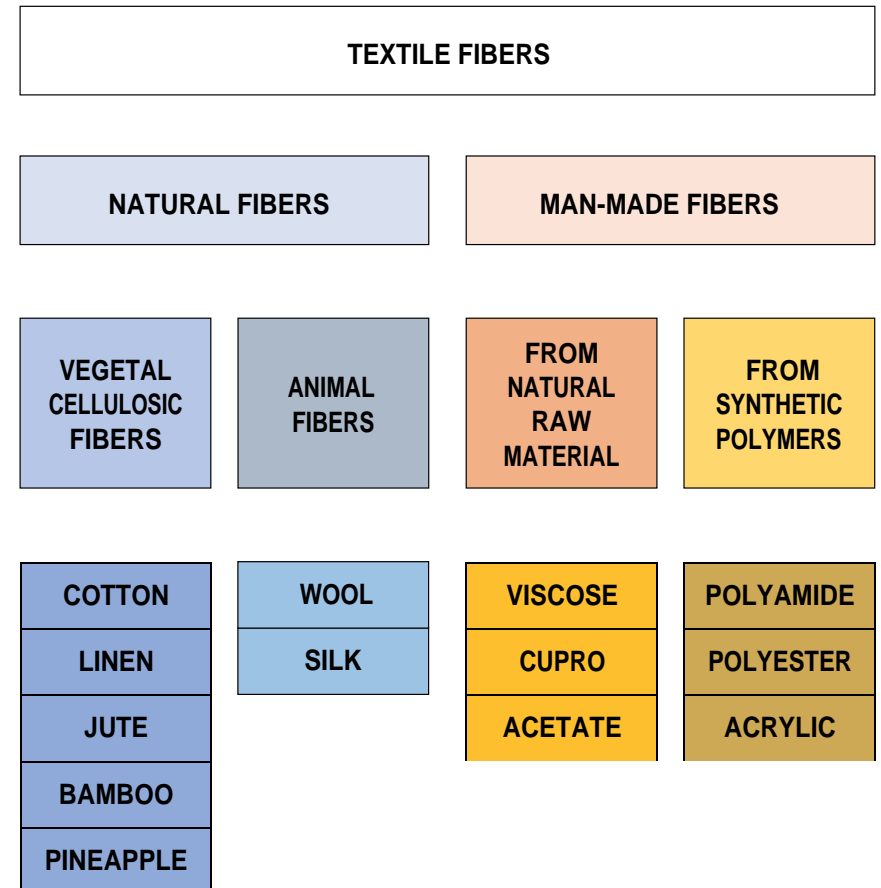
Fibers and yarns belong to two macro-families:

NATURAL and **MAN-MADE**.

The natural ones are divided into two main categories: **VEGETABLE** and **ANIMAL**.

MAN-MADE PRODUCTS can be:

- **ARTIFICIAL**
(produced from cellulose and derivatives)
- **SYNTHETIC**
(produced from carbon derivatives).

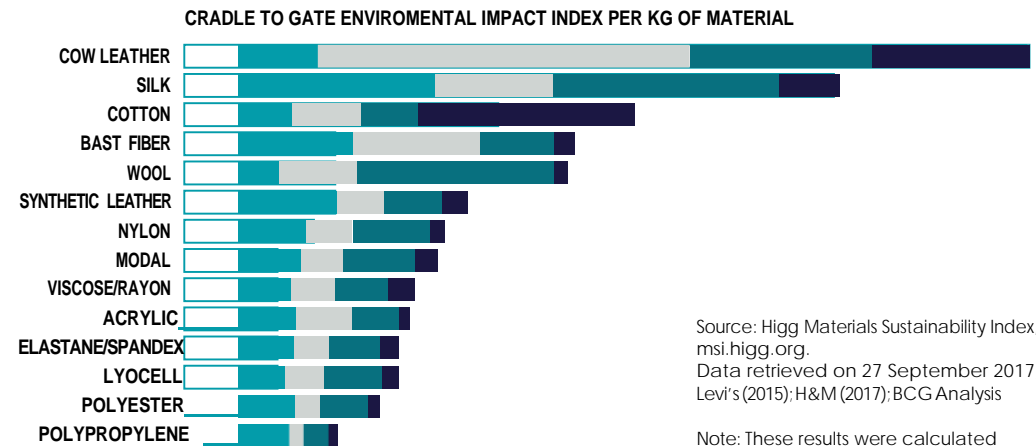


NATURAL FIBERS (contrary to what may be thought) are not exempt from problems which adversely affect the environment.

As long as their use was limited, environmental problems were circumscribed to the machining zone. As soon as consumption has become global, problems have grown exponentially.

This graph, published by the Global Fashion Agency in 2017, gives us an idea of the environmental consequences of the use of yarns and confirms that, proportionally, the most polluting fibers are those of natural origin.

CRADLE TO GATE ENVIRONMENTAL IMPACT OF MATERIAL



Source: Higg Materials Sustainability Index, msi.higg.org.
Data retrieved on 27 September 2017;
Levi's (2015); H&M (2017); BCG Analysis

Note: These results were calculated using the Higg MSI Tools provided by Sustainable Apparel Coalition. The Higg MSI Tools assess impacts of materials from cradle-to-gate for a finished material (i.e. to the point at which materials are ready to be assembled into a product). The Higg MSI scores provided herein are for a single Production stage within the Higg MSI scope (e.g. fiber or Raw material) and do not provide a holistic view of the impacts involved with material production*



Chemistry

Scoring currently qualitative. Once methodology is more mature, ecotoxicity and human toxicity will be assessed quantitatively in the MSI. Data collecting is ongoing. Prevalent in the raw materials and processing phases



Abiotic Resource Depletion, Fossil Fuels

Depletion of natural resources faster than they can be replenished. Prevalent in raw materials and manufacturing (sundries and packaging)



Eutrophication

Excessive richness of nutrients in a lake or other body of water, frequently due to runoff from the land, causing dense growth of plant life and death of animal life from lack of oxygen. Prevalent in the raw materials phase



Global Warming

Emissions of greenhouse gasses. Prevalent in processing and manufacturing phases



Water Scarcity

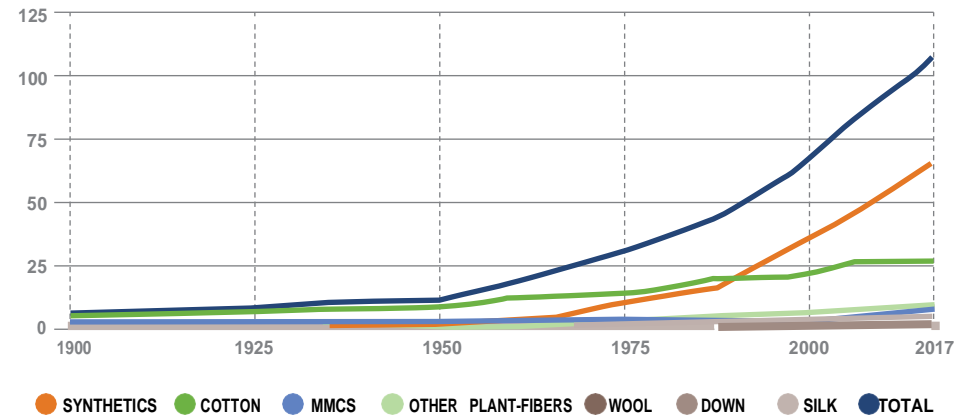
Environmental damages of water use for human health, ecosystem quality, and resources. Prevalent in the raw materials and processing phases

Natural fibers only marginally affect world consumption, in the global context, as highlighted by the 2018 Textile Exchange Report.

Some fibers have a bigger impact on the environment than others.

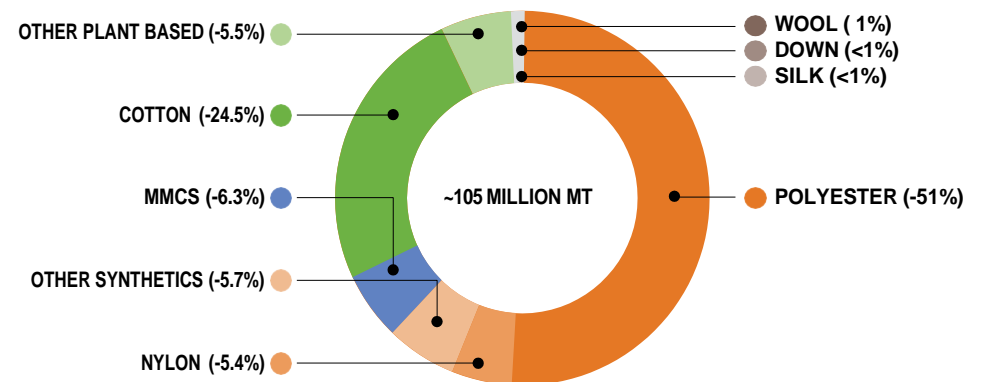
If we want to make a sustainable product, we need to focus our attention on fibers, taking in high consideration how much the fibers we are going to use will affect the global environment.

GLOBAL FIBER PRODUCTION 1900-2017 (MILLION MT)



2018-Preferred-Fiber-Materials-Market-Report by Textile Exchange page 6

GLOBAL FIBER PRODUCTION IN 2017



2018-Preferred-Fiber-Materials-Market-Report by Textile Exchange page 6

COTTON

It is the most widely used natural fiber (**80%**).

It makes up **24.5%** of the total consumption of fibers.

It is the most damaging textile fiber for the environment.

Growing in more than **80** countries, it is one of the most widespread crops after wheat, rice, maize and soybean.

It guarantees earnings to over **100 million** farmers and **250 million** workers.

FOR THE PRODUCTION OF COTTON, WE USE:

- 3% of the world agricultural surface
- 25% of the consumption of insecticides
- 11% of pesticides.



TO MAKE A COTTON T-SHIRT, WE USE

- 2,649.79 litres of water
- 90 g of fertilisers
- 50 grams of pesticides
- 540 grams of fossil fuels

AND WE PRODUCE:

- 2.7 kg of CO₂
- 50 grams of other gases.

WASHING A T-SHIRT 50 TIMES PRODUCES

- 8.3 kg of CO₂ emissions.



IN ORDER TO REDUCE THE NEGATIVE IMPACT OF COTTON, WE CAN USE ORGANIC COTTON

Organic Cotton allows:

- a **46%** reduction of gas emissions
- a **62%** reduction of primary energy consumption
- a **91%** reduction of water consumed by irrigation.

The cotton fiber market was estimated at **23,100,000** MT in 2017.

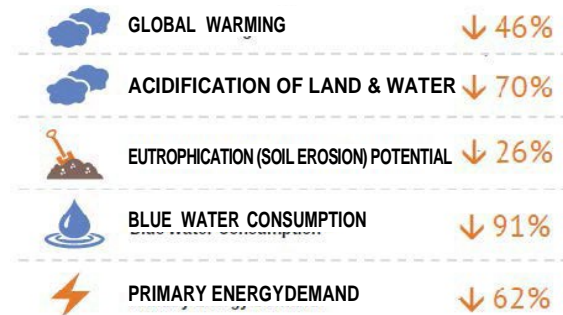
The Preferred Cotton segment (consisting of organic, fair trade, Cmia, UIC, Reel, Cotton Cleaner and E3) represents about **15%** of the total cotton fiber production.

THE IMPACT OF ORGANIC COTTON ON CLIMATE CHANGE

Using organic cotton is estimated to save (per year):

- **218 billion** liters of water (equal to 87,201 Olympic-size swimming pools),
- **288 million** kw, equal to the light of ten thousand 60 W bulbs for 55 years,
- **92,5 million** kg of carbon dioxide, equal to a car traveling 13,572 times around the world,
- **315,030** kg of pesticides,
- **40,9 million** kg of fertilizers.

POTENTIAL ENVIRONMENTAL SAVINGS OF:



FURTHERMORE, ORGANIC COTTON ENSURES THAT:



OTHER FIBERS such as **Flax**, **Jute** and **Hemp**, have a less negative impact - unfortunately, they are not very fashionating.

Pineapple, **Bamboo** and some other fibers are very interesting from the environmental point of view, although still not very widely used.

In addition to traditional fibres, some new yarns are being developed by Italian start-ups using industrial plant waste.

Orange Fiber uses citrus juice byproducts, repurposing them to create beautiful, sensorial materials; it is formed from a silk-like cellulose yarn that can blend with other materials. When used in its purest form, the resulting 100% citrus textile features a soft and silky hand-feel, is lightweight, and can be opaque or shiny according to production needs.

<http://orangefiber.it>

Vegea Textile Project was born for the production of bio-based technical textiles from vegetal raw materials and winemaking by-products: grape marc, a fully vegetal raw material consisting of grape skins, seeds and stalks that remain after crushing the grapes during wine production.

www.vegeacompany.com



SILK

It represents a minimum percentage in global consumption (**0.2%**) but it is important for the Italian economy, especially for the **Como textile district**, one of the world leading silk transformers.

Because of high costs in Italy, the production of yarn and raw fabric for printed or for solid/plain textiles is made in China.

To make **3 kg** of silk, we need the leaves of **25** mulberry trees.

To make a dress we need about **70** kg of leaves.

THE TRADITIONAL PRODUCTION OF SILK

involves exploiting and killing silkworms that are **cooked alive in boiling water** before they can pierce the cocoon to fly away, as butterflies.

About **2000-3000** silkworms are killed for the production of a kilo of silk; only a small number of butterflies are saved, just enough for breeding.



THE INDUSTRIAL PRODUCTION OF SILK

involves using hormones that slow down the growth of the worm, thus obtaining larger cocoons before the transformation into a butterfly.

The production cycle involves the use of pesticides, fertilizers, dyes, softeners, and repellent chemicals that come into contact with our skin through the clothes we wear.

In the case of **organic silk** (certified by Icea in Italy), silkworms are left to live their full life, piercing the cocoon, flying away and dying naturally, which does not happen in the "unnatural" production of silk, where the cocoon is plunged in boiling water when the worm is still alive, in order to avoid holes.



WOOL

Wool is generally derived from Merino sheep

Here too we find:

- **ethical problems**
(related to *mulesing*, the removal of strips of wool-bearing skin from around the breech (buttocks) of a sheep to prevent a parasitic infection caused by flies, who are not attracted to the scar tissue. It is a common practice in Australia.
- **environmental problems**,
such as the conversion of the soil from natural ecosystems, the degradation of pastures.
- **chemical problems**
to manage the parasites of the sheep like lice and blowflies

Most chemicals used to treat these external parasites bind to the wool fat and are removed during the initial cleaning of the wool ("purge"), resulting in contamination of the effluents.



PREFERRED WOOL

includes wool originating from a more advanced approach to land management, and from sheep or other animals that have been responsibly treated.

THE RESPONSIBLE WOOL STANDARD

(RWS) is an independent and voluntary standard that includes strict criteria for animal welfare, land management and control chain.

The most prized wool is generally obtained by **brushing** the animals (as in the case of the Cashmere goat) or by **collecting the lost fur** (as in the case of the camel).

Biella fabrics, obtained from the most precious and expensive fibers, are to be considered much more sustainable than common wool.



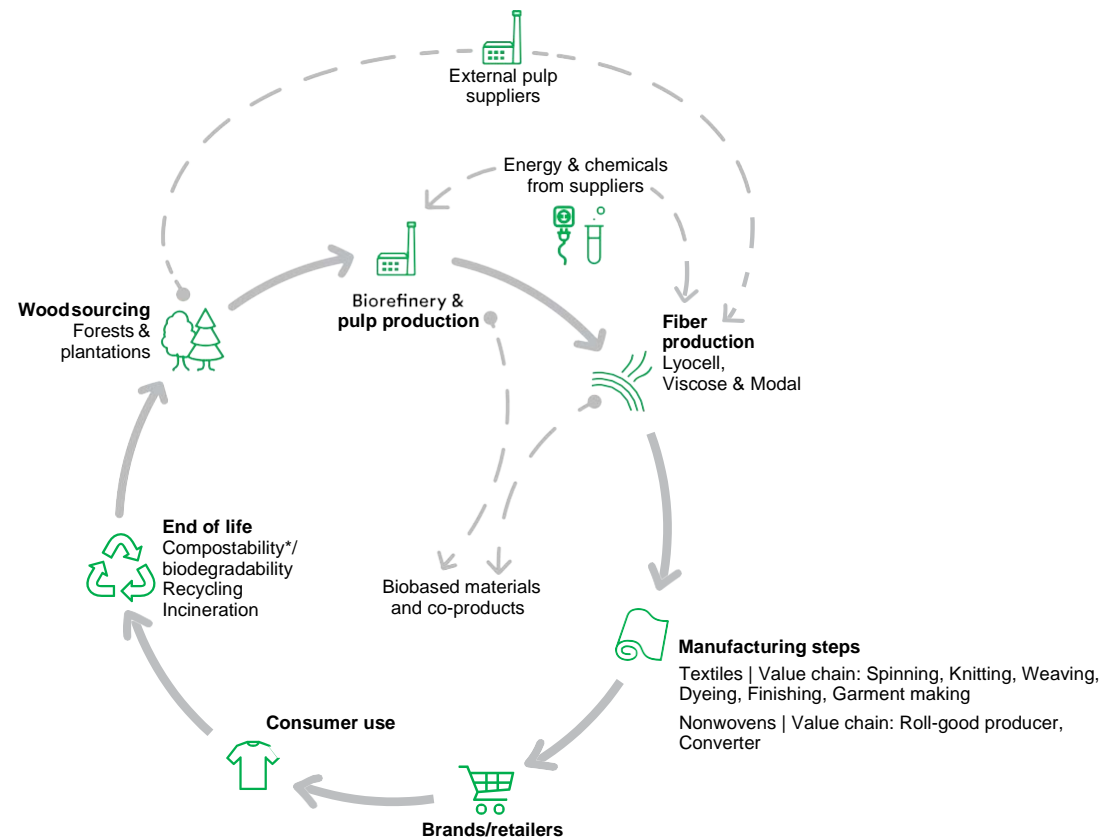
ARTIFICIAL FIBERS PRODUCED FROM CELLULOSE (MMCS)

The most important one in women's clothing and in consumption is **Viscose**. The production process requires the use of highly toxic substances (CS₂ and NaOH). All the world production is concentrated in a limited number of large companies, who have been aware of environmental problems for a long time. For this reason, they are trying to use selected forests instead of destroying the centuries-old ones, modifying the processing techniques and taking up the use of a **preferential viscose**. One of the most sustainable artificial fibers is Lyocell, marketed as Tencel by a European brand.



TENCEL BY LENZING

Following the same principle, some interesting yarns are obtained from oranges or from the pulp of the bamboo tree. Many of these yarns still have a niche production, but with the right support, they could reach a mass ethical production.



2018-Preferred-Fiber-Materials-Market-Report by Textile Exchange page 6

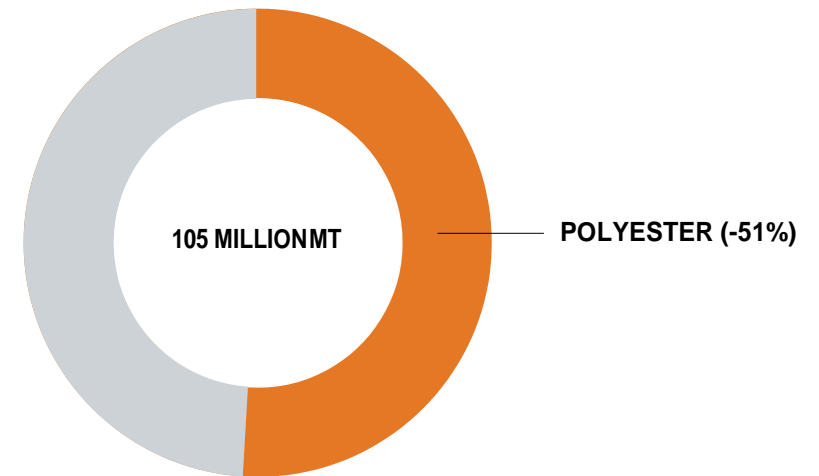
SYNTHETIC FIBERS

The synthetic fibers are the dominators of the market; **polyester** (with 51% of the world market) is at the top.

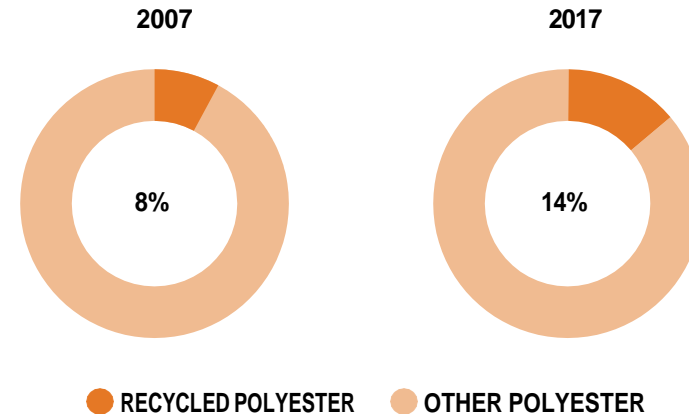
Polyester has to be considered sustainable thanks to the limited environmental damage compared to other fibers and can also be produced from PET plastic bottles (recycled polyester).

Polyamide is the synthetic fiber with the worst environmental impact, not being recyclable.

GLOBAL FIBER PRODUCTION IN 2017



MARKET SHARE OF RECYCLED POLYESTER



3 HOW TO BUILD A SUSTAINABLE BRAND

- The Company must believe in sustainability at 360 degrees,
 - **applying the 17 UN principles** in each step of the business (especially 1 to 5 on the protection of the person and 13 and 15 on the environment), in addition to respecting the code of ethics on animals (1978 UNESCO Declaration of Paris)
 - **respecting the rights of human beings and animals**, in short: the world (around us and hosting us).
- The company's philosophy is very important: **a fast fashion product** that implies quick manufacturing and putting merchandise in stock **is in itself not sustainable**, because it implies higher costs of labor and the risk of producing goods in excess, destined to be sold below cost.
- A sustainable product contrasts with the consumerism model. It should be **reused** by several people and **recycled at the end** of its life, regenerating the fibers of which the fabric is composed.
- **Pure sustainability has costs in commercial and organizational terms that at the moment can only be supported by an evolved and niche market.**
- To make a sustainable product, a company needs **to start from design**; their Research and Development department must choose the most sustainable fibers, a modelling that allows reuse and subsequent recycling, the production of garments in suitable establishments, packaging, promotion and communication, and finally adequate outlets for conscious consumers.

Building a sustainable brand requires to carefully take into consideration all the processes that the fabric will be subjected to, the type of dyeing, avoiding some particular colors that can only be obtained with dyes at high environmental **impact**, or highly polluting treatments on the garment (such as stone-washed jeans).

The **sustainability** of a single model does not mean a sustainable collection, and a sustainable collection alone doesn't make a brand really sustainable.

Some fibers can receive a universally recognized certification attesting to the sustainability of a certain yarn produced by a certain company.

Some fabrics produced by individual companies, and companies themselves can also be certified.

There is no standard for the final product that allows it to be labelled as sustainable.

Within a fashion collection, some models may have a high degree of sustainability and others can be not sustainable at all.

The manufacturer can boast the sustainability of their own products but they will only be credible if they manage to **communicate** their general philosophy to their customers through information on each single item or on the whole collection or, much better, on the brand as a whole.

4 ITALIAN SUSTAINABLE LISTS

ITALIAN TEXTILE PRODUCERS SPECIALIZED IN SUSTAINABLE PRODUCTS

A list of suggested:

- **Spinning mills**
- **Dyeing mills**
- **Jersey manufacturers**
- **Weaving mills**
- **Accessories manufacturers**
- **Clothing manufacturers**

ITALIAN SUSTAINABLE TEXTILE COMPANIES

SPINNING MILLS	DYEING MILLS	JERSEY MILLS	WEAVING MILLS	MAKING UP GARMENTS	ACCESSORIES	COMPANY	WEB SITE	SUSTAINABILITY SITE
X						BE.MI.VA.	www.bemiva.it	
X						CARIAGGI	www.cariaggi.it	
X						ECOFIL	www.ecofil.it	
X						FILATURA ASTRO	www.filaturaastro.it	
X						FILATURA DI POLLONE	www.filaturadipollonesrl.it	
X						FILATURA PAPI FABIO	papifabio.com	
X						LANIFICIO DELL'OLIVO	www.lanificiodellolivo.com	www.lanificiodellolivo.com/going-green
X						MARCHI E FILDÌ	www.marchifildi.com	www.marchifildi.com/sostenibilita
X						MONTICOLOR	www.monticolor.com	
X						TOLLEGNO 1900	www.tollegno1900.it	www.tollegno1900.it/it/sostenibilita
X						ZEGNA BARUFFA LANE BORGOSIESA	www.baruffa.com	www.baruffa.com/it/sostenibilita
X						OFFICINA +39	www.officina39.com	www.officina39.com/recycrom.php
X						SANDRONI	www.sandroni.it	www.sandroni.it/nodi/view/247/finissaggi_green
X						TINTORIA 2000	www.tf2000.it	
X						TINTORIA DI QUAREGNA	www.tintoriadiquaregna.it	www.tintoriadiquaregna.it/mission.html
X						TINTORIA FINISSAGGIO FERRARIS	www.tintoriaferraris.com	www.tintoriaferraris.com/ecosostenibilita

	SPINNING MILLS	DYEING MILLS	JERSEY MILLS	WEAVING MILLS	MAKING UP GARMENTS	ACCESSORIES				
	COMPANY						WEB	SUSTAINABILITY SITE		
X							3C COMPANY SRL	www.3ccompany.it	www.3ccompany.it/it/tecnologia	
X							ALBERTO BARDAZZI SPA	www.bardazzi.it	www.bardazzi.it/wp-content/uploads/2014/11/BROCHURE-BARDAZZI_EN.pdf	
X							BESANI SRL	https://besani.eu/it	https://besani.eu/it/sustainability	
X							BRUGNOLI GIOVANNI SPA	www.brugnoli.it	www.brugnoli.it/it/sostenibilita	
X							EUSEBIO SPA	www.eusebio.it		
X							ILUNA GROUP SPA	www.iluna.com	www.iluna.com/green-label	
X							JACKYTEX SPA	www.jackytex.it		
X							MAGLIFICIO ALTO MILANESE	www.altomilanesesrl.it		
X							MARIO CUCCHETTI TESSUTI	www.mariocucchetti.it	www.mariocucchetti.it/bio-green	
X							O' JERS	www.o-jersey.com		
X							PIAVE MATEX	www.piavematex.com	www.piavematex.com/it/innovazione	
X							ALBIATE 1830 (GRUPPO ALBINI)	www.albate1830.com	www.albate1830.com/lessuto/fibre-sostenibili	
X							ALBINI 1876 (GRUPPO ALBINI)	www.albate1830.com	www.albate1830.com/lessuto/fibre-sostenibili	
X							BESTE SPA	www.beste.it		
X							BONOTTO	www.bonotto.biz		
X							CANCLINI TESSILE SPA	www.canclini.it		
X							CANDIANI	www.candianidenim.it		

	SPINNING MILLS	DYEING MILLS	JERSEY MILLS	WEAVING MILLS	MAKING UP GARMENTS	ACCESSORIES			
							COMPANY	WEB	SUSTAINABILITY SITE
X							CANEPA	www.canepa.it/it	www.canepa.it/it/category/sostenibilita
X							CERRUTTI	www.lanficocerruti.com/it	www.lanficocerruti.com/it/sostenibilita
X							DELFI SRL	www.delfiflex.it	
X							F. LLI TALLIA DI DELFINO / MARZOTTO GROUP	www.marzottogroup.it	www.marzottogroup.it/sostenibilita jsessionid=2F5296201B2DC26BD944FFC5E11F2998;jm2
X							GMF MARZOTTO FABRICS/ MARZOTTO GROUP	www.marzottogroup.it	www.marzottogroup.it/sostenibilita jsessionid=2F5296201B2DC26BD944FFC5E11F2998;jm2
X							GUABELLO MARZOTTO GROUP	www.marzottogroup.it	www.marzottogroup.it/sostenibilita jsessionid=2F5296201B2DC26BD944FFC5E11F2998;jm2
X							JUNIOR ARTE RICAMI BY ADELE ZIBETTI	www.ricarnificiojunior.it	
X							LANIFICIO BOTTO GIUSEPPE & FIGLI SPA	www.bottogiuseppe.com	www.bottogiuseppe.com/new-green-vision
X							LANIFICIO BOTTOLI	www.lanificiobottoli.com/home.php	
X							LANIFICIO LAMBERTO	https://lanificio.lamber.to.it	
X							LORO PIANA	https://it.loropiana.com	
X							MAIOCCHI	www.tessituramaiocchi.com	
X							MAJOCCHI, NT	http://majocchi.it	http://majocchi.it/certifications
X							MANIFATTURA EMMETEX	www.emmetex.com	
X							MANIFATTURA PEZZETTI	www.pezzetti.it	
X							MANTECO	www.manteco.com	www.manteco.com/sostenibilita
X							MARINI&CECCONI	www.marini-industrie.it/marini-cecconi	www.marini-industrie.it/responsabilita-dimpresa

			SPINNING MILLS	DYEING MILLS	JERSEY MILLS	WEAVING MILLS	MAKING UP GARMENTS	ACCESSORIES
	COMPANY	WEB	SUSTAINABILITY SITE					
X	MARLANE / MARZOTTO GROUP	www.marzottogroup.it	www.marzottogroup.it/sostenibilita?sessionId=2F5296201B2DC26BD944FFC5E11F2998jvm2					
X	MONTEOLIVETO	www.monteoliveto.net						
X	OLIMPIAS TESSUTI PORDENONE	www.olimpias.com	www.olimpias.com/category/area-communication/sga					
X	PIACENZA	www.piacenza1733.com	www.piacenza1733.com/it/sostenibilita					
X	PONTEORTO	http://pontetorto.it	http://pontetorto.it/sostenibilita					
X	PRIMA TESSUTI	http://prinatessuti.it/it						
X	R COLLECTION / RATTI	www.ratti.it/it	www.ratti.it/it/societa/sostenibilita					
X	REDA	www.reda1865.com						
X	SUBALPINO	www.lanificiozubalpino.com	www.lanificiozubalpino.com/my-product/green					
X	T.B.M. GROUP	www.tbmgroup.it	www.tbmgroup.it/sostenibilita					
X	TANANA	www.tanana.it/it/home	www.tanana.it/it/azienda/#politica-ambientale					
X	TBM GROUP	www.tbmgroup.it	www.tbmgroup.it/sostenibilita					
X	TESEO	www.teseo.como.it						
X	TESSILBIELLA	www.tessilbiella.it	www.tessilbiella.it/Products/Organic					
X	TESSILE ECO-BIO	www.tessileecobio.net/it/chi-siamo						
X	TESSILIDEA	www.tessilidea.it	www.tessilidea.it/sostenibilita					
X	TESSITURA ATTILIO IMPERIALI	www.attilioimperiali.it	www.attilioimperiali.it/sostenibilita					

	SPINNING MILLS	DYEING MILLS	JERSEY MILLS	WEAVING MILLS	MAKING UP GARMENTS	ACCESSORIES				
	COMPANY						WEB	SUSTAINABILITY SITE		
	X						TESSITURA CORTI	www.tessituracorti.com		
	X						TESSITURA DI ALBIZZATE - T.B.M. GROUP	www.tessitradialbizzate.it	www.tbmggroup.it/sostenibilita	
	X						TESSITURA MARCO PASTORELLI	www.pastorellilining.com	www.pastorellilining.com/qualita.php	
	X						TESSITURA MAURI	www.tessituramauri.it/index.php/it		
	X						TEXMODA TESSUTI	www.texmodatessuti.com	www.texmodatessuti.com/sostenibilita	
	X						TMR CEDERNA FODERE	www.tmrcederna.it	www.tmrcederna.it/Pages/IT/Ambiente/Certificazioni.aspx	
	X						ZIGNONE	www.zignone.it	www.zignone.it/ecosostenibilita.html	
	X						DITTA GIOVANNI LANFRANCHI	www.lampo.eu/it	www.lampo.eu/it/sustainability	
	X						BERBRAND	www.berbrand.com	www.berbrand.com/sustainability-lab	
	X						RIBBONTEX	www.ribbontex.it		
	X						GRITTI GROUP	www.grittigroup.com	www.grittigroup.com/detox	
	X						PASSAMANI	www.passamaninovara.it		
	X						MV1843	www.mv1843.com		

TOP ITALIAN SUSTAINABLE BRANDS

COMPANY	WEB SITE	BRAND	WEB SITE
ALBERTA FERRETTI AEFPE	www.aeffe.com/home.php	ALBERTA FERRETTI	www.albertaferretti.com/it_it
		PHILOSOPHY	www.philosophyofficial.com/it_it
		MOSCHINO	www.moschino.com
BENETTON	https://it.benetton.com	UNITED COLORS	www.benettongroup.com/it/sostenibilita
BRUNELLO CUCCINELLI	www.brunellocucinelli.com/it		www.brunellocucinelli.com/it/Verso+un+Universalismo+dell'Uomo.html
ERMENEGILDO ZEGNA	www.zegna.it		
FENDI	www.fendi.com		
FERRAGAMO	www.ferragamo.com		www.ferragamo.com/shop/ita/it/sf/world-of-ferragamo/hot-topics/green-carpet--102922
GIANNI VERSACE	www.versace.com/it		
GILMAR GRUPPO GERANI	www.gilmar.it/?lang=it#	ICEBERG	www.iceberg.com/it
		No 21	www.numeroventuno.com/it-it
		PAOLO PECORA	www.paolopecoramilano.com
		ICE PLAY	www.iceplay.com/it
		SIVIGLIA	www.siviglia.com
GIORGIO ARMANI	www.armani.com	GIORGIO ARMANI	
		EMPORIO ARMANI	
		EA7	
GRUPPO OTB (Renzo Rosso)	https://it.diesel.com/it/otb_group.html	DIESEL	https://it.diesel.com
		MAISON MARGELA	www.maisonmargiela.com
		MARNI	www.marni.com
		VIKTOR&ROLF	www.viktor-rolf.com

COMPANY	WEB SITE	BRAND	WEB SITE
GRUPPO OTB (Renzo Rosso)	https://it.diesel.com/it/otb_group.html	STAFF INTERNATIONAL	www.otb.net/en/staff-international
		BRAVE KID	www.otb.net/en/brave-kid/brand-portfolio
GUCCI	www.gucci.com		
MAGLIFICIO DELLA ROVERE	www.maglificiodr.it		
MAX MARA FASHION GROUP	www.maxmarafashiongroup.com	MAX MARA	https://it.maxmara.com
		SPORTMAX	https://it.sportmax.com
		WEEKEND	https://it.weekendmaxmara.com
		MAX&CO	https://it.maxandco.com
		I BLUES	https://it.iblues.it
		PENNY BLACK	www.pennyblack.com
		MARINA RINALDI	https://it.marinarinaldi.com
		PERSONA	www.personamr.com
		MARELLA	https://it.marella.com
MIROGLIO FASHION	www.mirogliofashion.com/it.html	MOTIVI	www.motivi.com/it
		ELENA MIRO'	www.elenamiro.com/it
		IORELLA RUBINO	www.fiorellarubino.com/it
		OLTRE	www.oltre.com/it
		CARACTERE	www.caractere.it/it
		PER TE BY KRIZIA	http://per-te-by-krizia.it
		DIANA GALLES	http://dianagallesi.it
		LUISA VIOLA	http://luisaviola.it
MISSONI	www.missoni.com		
PRADA	www.prada.com		

NEW ITALIAN SUSTAINABLE FASHION DESIGNERS

COMPANY	WEB SITE
BAV TAILOR	www.bavtailor.com
CANGIARI	https://cangiari.com/it
CARMINA CAMPUS	www.carminacampus.com/it
CASAGIN	www.casagin.com
DAVIDE GRILLO	https://davidegrillo.eu
ECO DREAM	https://ecodreamdesign.it
FAY (Diego della Valle)	www.fay.com/it-it
FILOTIMO	https://filotimo.it
FLAVIA LA ROCCA	http://flavialarocca.com
FRUMAT LEATHER BOLZANO	www.frumat-bolzano.it
GILBERTO CALZOLARI	www.gilbertocalzolari.com
LAURA STRAMBI	www.laurastrambiyoj.com

COMPANY	WEB SITE
MALIA LAB	www.malialab.com
MARISE' PERUSIA	https://mariseperusia.it
ORGANIK STYLE	www.organikstyle.com
PAR.CO DENIM	www.parcofashion.eu
QUAGGA	www.quagga.it/it
RE-BELLO	www.re-bello.com/it
REVEYE'	www.reveye.it
TIZIANO GUARDINI	www.tizianoguardini.com
TU&TU	www.tuetu.it/it/tag/abbigliamento
WAISTMADE	www.waistemade.com
WRAD	www.wradliving.com

5 ITALIAN EXHIBITIONS

WHERE	WHEN	WHAT	NAME	WORLDWIDE	ORGANIZATION
FIRENZE. FORTEZZA DA BASSO	8 > 11 JAN 19	MEN'WEAR & ACCESSORIES	PITTI UOMO	***	Pitti Immagine S.r.l. Firenze - Tel. 055 3693210 info@pittimmagine.com - www.pittimmagine.com
RIVA DEL GARDA	12 > 15 JAN 19	SHOES	EXPO RIVA SCHUH	**	Riva del Garda Fierecongressi S.p.A. Parco Lido - 38066 Riva del Garda (TN) Tel. 0464 570152 - Fax 0464 555255 riva.fc@pec.it - info@exporivaschuh.it www.exporivaschuh.it
RIVA DEL GARDA	12 > 15 JAN 19	BAGS	GARDA BAGS	*	Riva del Garda Fierecongressi S.p.A. Parco Lido - 38066 Riva del Garda (TN) Tel. 0464 570152 - Fax 0464 555255 riva.fc@pec.it - info@exporivaschuh.it www.exporivaschuh.it
FIRENZE. FORTEZZA DA BASSO	17 > 19 JAN 19	KIDS	PITTI BIMBO	**	Pitti Immagine S.r.l. Firenze - Tel. 055 3693210 info@pittimmagine.com - www.pittimmagine.com
FIRENZE. FORTEZZA DA BASSO	23 > 25 JAN 19	YARNS	PITTI FILATI	***	Pitti Immagine S.r.l. Firenze - Tel. 055 3693210 info@pittimmagine.com - www.pittimmagine.com
MILANO. RHO PERO	5 > 7 FEB 19	FABRICS	MILANO UNICA (IDEA COMO IDEA BIELLA SHIRT AVENUE)	***	S.I.T.E.X S.p.A. Via Alberto Riva Villasanta, 3 - 20145 Milano Tel. 02 66103820 - Fax 02 66103844 info@modain.it - www.modain.it
MILANO. RHO PERO	10 > 13 FEB 19	BAGS	MIPEL	***	AIMPES SERVIZI S.r.l. V.le Beatrice D'Este, 43 - 20122 Milano Tel. 02 584511 - Fax 02 00625813 segreteria@mipel.it - www.mipel.com

WHERE	WHEN	WHAT	NAME	WORLDWIDE	ORGANIZATION
MILANO. RHO PERO	10 > 13 FEB 19	SHOES	THE MICAM	***	A.N.C.I. Servizi S.r.l. Via Alberto Riva Villasanta, 3 - 20145 Milano Tel. 02 438291 - Fax 02 43829233 info@themicam.com - www.themicam.com
MILANO. RHO PERO	10 > 13 FEB 19	LEATHER GARMENTS AND ACCESSORIES	LINEAPELLE	**	Lineapelle S.p.A. Via Brisa, 3 - 20123 Milano Tel. 02 8807711 - Fax 02 860032 milano@lineapelle_fair.it - www.lineapelle_fair.it
MILANO. VIA TORTONA	12 > 13 FEB 19	MEN'WEAR & STREET	STREETWEAR MARKET	**	M.SEVENTY S.r.l. Via G. Prati, 9 - 20155 Milano Tel. 02 34592785 - Fax 02 34592809 manuela@mseventy.com - www.mseventy.com
MILANO. VIA TORTONA	22 > 25 FEB 19	LADIES' WEAR	WHITE MILANO	***	M.SEVENTY S.r.l. Via Brembo, 23 - 20145 Milano Tel. 02 34592785 - Fax 02 34592809 info@mseventy.com - www.mseventy.com
MILANO	27 > 28 FEB 19	YARNS	FILO	**	AssoServizi Biella srl Via Torino, 56 - 13900 Biella (Italy) T: +39 015 8483271 - info@filo.it
CERNOBBIO	25 > 26 MAR 19	TEXTILE DESIGNERS	COMOCREA	***	COMOCREA-EXPORTCONSORTIUMTEXTILEDISEGN. Viale Roosevelt, 15 - 22100 Como Tel. 031 316410 - Fax 031 278342 info@comocrea.com - www.comocrea.com
CERNOBBIO	15 > 17 APR 19	INTERIOR TEXTILE FABRICS	PROPOSTE	***	PROPOSTE S.r.l. V.le Sarca, 223 - 20126 Milano Tel. 02 6434054 - Fax 02 66119130 info@propostefair.it - www.propostefair.it
FIRENZE. FORTEZZA DA BASSO	11 > 14 JUN 19	MEN'WEAR & ACCESSORIES	PITTI UOMO	***	Pitti Immagine S.r.l. Firenze - Tel. 055 3693210 info@pittimmagine.com - www.pittimmagine.com
MILANO. MANY DIFFERENT LOCATIONS	14 > 17 JUN	MEN'WEAR DEFILE'	Milano Moda UOMO	***	Camera Nazionale della Moda Italiana

WHERE	WHEN	WHAT	NAME	WORLDWIDE	ORGANIZATION
FIRENZE. FORTEZZA DA BASSO	20 > 22 JUN 19	KIDS	PITTI BIMBO	**	Pitti Immagine S.r.l. Firenze - Tel. 055 3693210 info@pittimmagine.com - www.pittimmagine.com
FIRENZE. FORTEZZA DA BASSO	26 > 28 JUN 19	YARNS	PITTI FILATI	***	Pitti Immagine S.r.l. Firenze - Tel. 055 3693210 info@pittimmagine.com - www.pittimmagine.com
MILANO. RHO PERO	9 > 11 YUL 19	FABRICS	MILANO UNICA (IDEA COMO IDEA BIELLA SHIRT AVENUE)	***	S.I.TE.X S.p.A. Via Alberto Riva Villasanta, 3 - 20145 Milano Tel. 02 66103820 - Fax 02 66103844 info@modain.it - www.modain.it
MILANO. RHO PERO	15 > 18 SEP 19	BAGS	MIPEL	***	AIMPES SERVIZI S.r.l. V.le Beatrice D'Este, 43 - 20122 Milano Tel. 02 584511 - Fax 02 00625813 segreteria@mipel.it - www.mipel.com
MILANO. RHO PERO	15 > 18 SEP 19	SHOES	THE MICAM	***	A.N.C.I. Servizi S.r.l. Via Alberto Riva Villasanta, 3 - 20145 Milano Tel. 02 438291 - Fax 02 43829233 info@themicam.com - www.themicam.com
MILANO. RHO PERO	15 > 18 SEP 19	LEATHER GARMENTS AND ACCESSORIES	LINEAPELLE	**	Lineapelle S.p.A. Via Brisa, 3 - 20123 Milano Tel. 02 8807711 - Fax 02 860032 milano@lineapelle_fair.it - www.lineapelle_fair.it
MILANO MANY DIFFERENT LOCATIONS	17 > 23 SEP	LADIES' WEAR DEFILE'	Milano Moda Donna	***	Camera Nazionale della Moda Italiana
MILANO. FIERA MILANO	20 > 23 SEP	PRET-A-PORTER	THE ONE MILANO	*	Mifur Srl via A Riva Villasanta, 3 - 20145 Milano www.theonemilano.com/it
MILANO. VIA TORTONA	20 > 23 SEP	LADIES' WEAR	WHITE MILANO	***	M.SEVENTY S.r.l. Via Brembo, 23 - 20145 Milano Tel. 02 34592785 - Fax 02 34592809 info@mseventy.com - www.mseventy.com

ARE YOU INTERESTED IN EXHIBITING IN ONE OF THE ITALIAN FAIRS?

If you wish to exhibit, you need to contact the organizers who will require bureaucratic and commercial documents that will allow them to assess whether your company meets all the requirements.

Then the sales office of the organization will evaluate how the applicant can fit in among the current exhibitors while maintaining the necessary product balance, price level, customers' target; based on this information, the available area where the applicant will be placed will be identified.

Until a few years ago there were long waiting lists. Considering the market crisis and the consequent decrease in the number of exhibitors, it is now much easier to find exhibition spaces and to be accepted as exhibitors.

ARE YOU INTERESTED IN VISITING ONE OF THE ITALIAN FAIRS?

The entrance is generally free but reserved for operators in the textile sector who must be credited on the website of the exhibition demonstrating

(through the copy of the registration to the Chamber of Commerce or copy of purchase invoices or personal invitation by an Exhibitor) to be professionals in the field to which the fair is dedicated.

Some fairs (such as Pitti) ask for a 40/60 Euro admission ticket.

HOW HAVE FAIRS INCLUDED SUSTAINABILITY? HOW IMPORTANT IS IT FOR THEM?

Considering the importance that is increasingly given to the topic of sustainability, some fairs have dedicated particular attention to this value, either by creating dedicated areas or inserting a lists of exhibitors in their catalogues who have declared to pay special attention to these issues in their production.

This happens especially in fairs upstream of the chain, those where the raw materials are exposed (see **Milano Unica... Filo** etc...).

There are no areas of sustainability in the fairs where the BRANDS are exposed yet, (see **Pitti Uomo, White** etc...) and this shows how limited the commercial interest of the brands is for this issue.

ITALIAN SPECIAL FASHION EVENTS

The **Milano Fashion Week** is under the responsibility of the Italian National Fashion Chamber (**Camera Nazionale della Moda Italiana**, or **Camera Moda**) that selects the new fashion designers with criteria that often have nothing to do with sustainability.

In recent years, new sustainable brands can attain good visibility by participating in the **Green Carpet Fashion Awards**, which has already taken place twice.

Talents are selected for the Green Carpet Fashion Awards through a competition with fairly rigid admission criteria; the final choice among the 8 selected talents is made by a jury.

The applying fashion designer must be independent or have a small company.

To participate in the Fashion Week, the fashion designer must still pass a selection by Camera Moda. Vogue Italy is responsible for viewing, researching and selecting the proposals of new talents.

6 WHICH ARE THE MOST SUITABLE ROADS FOR A BRAND TO ACCESS THE ITALIAN MARKET?

Advertising on the most important or popular magazines helps a lot, and the presence on social media, works at all levels as it does all over the world.

All the Italian competitions and awards involve **Camera Nazionale della Moda Italiana, Alta Roma, Pitti, White...**

The circuit of fashion is almost exclusively controlled by the **Camera Nazionale della Moda Italiana** with regard to fashion shows.

Up to now, there are no “sustainable fashion shows” but fashion designers who propose sustainable collections (such as Tiziano Guardini... etc...).

There are no dedicated showrooms for sustainable collections only in Italy yet, but some showrooms begin to incorporate sustainable brands.

WHO ARE THE MOST IMPORTANT BUYERS?

The most important professional buyers belong to the **Camera Buyer Italia – The Best Shops** and are beginning to be interested in sustainability.

Italian buyers in general are not yet oriented toward a sustainable choice, although they talk a lot about it, showing good intentions but not many concrete actions.

Some boutiques like **Biffi** in Milan, **Penelope** in Brescia, **Sugar** in Arezzo, have introduced sustainable brands with good success, to experience the possible innovations of the product, but still prefer the brands who guarantee a safe turnover.

The Italian Government invests a lot only in very distinct circumstances and targeted projects.

The Green Carpet Fashion Awards were supported by MISE (Ministry of Economic Development) twice.

Although the highest concentration of sustainable manufacturing companies is in Italy, Italians in general are still poorly informed and consequently not so interested in sustainability, compared to other European countries where the presence of textile manufacturers is not so big but where consumers are much more attentive and aware (such as Germany, France, Austria, the Netherlands).

8 CONCLUSION

The fashion designer who arrives in Italy must certainly pass through the classic circuits of **Camera Nazionale della Moda Italiana** for the parades, Vogue talents for the selection of new brands to launch but mainly they need to expose in the most important exhibitions (White, Pitti) to make their brand known.

In Italy they will have the opportunity to **work with many textile companies** and all the Italian fashion system (internationally recognized for excellence and creativity).

The major difficulties that the designer will encounter will be:

- producing small quantities at acceptable costs
- finding manufacturers willing to supply the materials that they need to produce their collection and, probably/if necessary, their small orders (due to the minimum production required by industrial operations, that will very often be too high for them).

In order to operate in total transparency and traceability throughout the textile chain, the designer will need to obtain a series of real information on recognized certifications for raw materials and production from their suppliers, use sustainable packaging and promote sustainability in their communication to consumers, and overall propose a product that is first of all beautiful, with a story and with a content of ethical products.

To make it easier for fashion designers, brands, sellers, buyers, and so on, to enter the Italian market, it can be useful to contact **some organizations that can better direct them towards sustainability**, based on their own characteristics and particular needs.

Some of the most relevant are:

- Camera Nazionale della Moda italiana

The Camera Nazionale della Moda Italiana is an association that coordinates and promotes the development of the Italian fashion and the education of young Italian fashion designers.

It represents all the highest cultural values of Italian fashion and it aims to protect, co-ordinate and strengthen its image, both in Italy and abroad.

- Camera Italiana Buyer Moda – The Best Shops

It identifies the best Italian multibrand distribution partners in the fashion-clothing sector.

- SMI - Federazione Tessile e Moda

Sistema Moda Italia is one of the largest organizations in the world representing the industry of textiles and fashion of the Western world.

SMI represents a sector including about 50,000 companies (yarn and fabric manufacturers, printing and dyeing firms, dressmakers, etc.) which make up a fundamental component of the Italian economic and manufacturing system.

- ICE – ITA The Italian Trade Agency promotes Italian companies abroad and acts to assert the excellence of Made in Italy in the world.

- Associazione Tessile e Salute combines different subjects equally interested in designing, producing and selling **textile articles, footwear and accessories that are safe for consumers.**

- Cittadellarte Fashion B.E.S.T. is a platform for companies producing sustainable textiles, yarns and accessories, fashion designers, buyers, and institutions committed to a responsible social transformation in the world of fashion.

Cittadellarte Fashion B.E.S.T. coordinates meetings and **events aiming at raising awareness about sustainable consumption**, takes part in international work groups and organizes seminars and educational studies. Thanks to the project, eco-sustainable materials and textile products are presented both in a permanent exhibition and within the major national and international fairs, developing public events aimed at promoting responsible consumption. Cittadellarte Fashion B.E.S.T. promotes its projects with fashion shows and events.

Cittadellarte Fashion B.E.S.T. **Studios** organizes educational courses for groups of young students, newly graduates or fashion lovers who can experience a contemporary fashion atelier committed to a socially responsible role through the practice of sustainability.

CONTACTS:

CAMERA NAZIONALE DELLA MODA ITALIANA

www.cameramoda.it/it

www.cameramoda.it/media/pdf/manifesto_sostenibilita_it.pdf

www.cameramoda.it/media/pdf/linee_guida2_it.pdf

SMI SISTEMA MODA ITALIA

www.sistemamodaitalia.com/it/#

CAMERA BUYERS

<http://thebestshops.com/it/p/111/contacts.html>

ICE ITALIAN TRADE AGENCY

www.ice.it/it

ASSOCIAZIONE TESSILE E SALUTE

www.tessileesalute.it

CITTADELLARTE FASHION B.E.S.T.

www.cittadellarte.it/b-e-s-t

SUSTAINABLE FASHION IN ITALY



A GUIDE
FOR DUTCH
FASHION ENTREPRENEURS

created by

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