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C.L.A.S.S. DESIGN WEEK 2010 – THE ECO-LOUNGE

A global showcase of ‘responsible’ brands brought together under one roof at “Salone del Mobile”, Milan

C.L.A.S.S. Eco-Lounge, April 14th-19th, 2010, Via Tortona, 20, from 10am to 8pm

Press Preview on Tuesday April 13th, from 11am

C.L.A.S.S. (Creativity Lifestyle and Sustainable Synergy), a unique international network of showrooms promoting eco-sustainable products and brands, will hold its exclusive presentation at the **Fuorisalone** as part of Milan’s inspiring design week activity. CLASS will present a selection of ideas, limited-edition products and exciting conceptual projects all focusing on eco-friendly materials including recycled and renewable creations as well as some of the world’s latest high-tech innovations – all which have been developed as viable and responsible solutions to help protect the environment.

These inspiring collections are the ultimate in ‘responsible’ concepts that have been created for the home interiors and lifestyle markets. An interactive space; visitors to No. 20, Via Tortona can experience first hand how on-trend and inspiring products with a conscience can be.

Upon arrival visitors will be met with a felted curtain created by **Agostina Zwilling**, and then led through to a ‘hanging’ garden concept – the brainchild of **Boskke™**. These ‘upside down plants’ help to purify the surrounding atmosphere, as well as using reduced levels of water to exist. Following this, visitors will be able to breathe in a selection of beautiful aromas that have been created by **Oikos Fragrances**. The three fragrances selected for the event are designed to encapsulate the principles behind the CLASS concept, namely: ‘creativity’, ‘business’ and ‘energy’.

A contemporary sofa made from recycled seat belts has been made exclusively for CLASS by gifted Italian designer **Paolo Ferrari**, and will act as the focal point of the space. The sofa design is an extension of his bags made from the same materials which will also be on display. Walls will feature some tapestries made from recycled plastic by **Magic Décor™**, (a company who first came to the forefront in the 70’s for their large scale scene scapes). Internationally renowned beauty brand **Aveda** will be on hand to provide a holistic and wellness corner for those in need of a bit of time-out, or those suffering from sore feet. A selection of tea infusions and hand massage will be available to CLASS visitors. Guests can also rest themselves in an amazing armchair concept that has been upholstered in a collection of bio-fabrics by **Fidertessile** – one of the leading companies in interior weight fabrics.

Fashion victims will love the 'mini-boutique' vintage clothing concept by **Caira Design's** atelier, and for male design devotees, a poncho-style blanket by **Mori-Mondo** will be worn by a metal mannequin and bike installation. And if you're a fan of 'Sex & The City', new fetish shoemaker, **Rizieri**[®], will display three unique pure black crocodile footwear designs made from a mix of organic cotton and calendered Ingeo[®]. If that's not enough, for those who love a total lifestyle concept, then there will also be a new 'it' bag called Gea by **Juste un Sac**, an oversized city-bag crafted from linen-bamboo-organic cotton with bio-satin linings. A trans-seasonal design this also folds down into a handy clutch-bag alternative.

From the inside of the home to outside, from bathroom towels in **Fa-Ma Jersey's** clever non-woven fabrics of natural origin and a stunning concepts of motor bike helmets by **Fashion Helmet**[®], (featuring natural suede's with vegetal dye and calendered Ingeo[®]), to a floor covering by **MissB** which features a special metallic inlays, there is a vast range of things to be inspired by.

The C.L.A.S.S. Eco Lounge attempts to bring together all elements necessary for the preservation of the planet for future generations, and so water will be provided courtesy of **Sant'Anna**.

Their **BioBottle** is the first European bottle constructed from 100% Ingeo[®] (a bio plastic packaging innovation which uses natural sugar fermentation processes instead of oil).

The Eco-Lounge C.L.A.S.S. gives design audiences a unique insight into how sustainable innovations can be easily adapted into the interior design, furnishing, lifestyle and fashion sectors.

Notes to Editors:

List of Exhibitors

Aveda

Agostina Zwilling

Boskke™

Caira Design

Fa-Ma Jersey

Fashion Helmet[®]

Fidertessile

Juste un Sac

Magic Decor™

MissB

Mori-Mondo



959[®] by Paolo Ferrari

Oikos Fragrances

Rizieri[®]

Sant'Anna Fonti di Vinadio

WHAT IS C.L.A.S.S.?

CLASS is a unique forum for textiles, fashion, home and design, creating business opportunities through innovative and responsible eco-sensible products designed for a better way of living.

CLASS is a global network of three showrooms based in Milan, London and New York, each supporting and promoting environmentally better products for fashion, home and design through a wide range of eco-textiles, yarns, processes, finished products and services. There is a comprehensive materials library in each showroom, available for businesses, designers and buyers.

CLASS helps connecting materials producers with designers and retailers, encouraging them to make more environmentally friendly choices.