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Selection by C.L.A.S.S.

Starting in Milan with White and C.L.A.S.S. : the first exhibition space dedicated to a lifestyle that encapsulates the contemporary values of a new way of doing fashion and business: creativity – uniqueness – innovation – research – glamour and responsibility

**Evolution** is the key word that synthesises the concept and context of **Selection by C.L.A.S.S.**, the new exhibition space that will be launched within the next **White** fair. The space brings together 9 brands – **Borrello, d. by asap as sustainable as possible, Daad & Daad, Fashion Helmet, Luca della Lama, Mori-Mondo, Nuvola by Fa-ma Jersey FJWD, Redesign the World by Cornelia Bamert, Rizieri** – companies and products that today represent the embryo, a sort of 'capsule collection', of what this new initiative at White intends henceforth to foster and represent in ever more detail.

Not only fashion, not only research, not only innovation, but all of this and more. **An 'intelligent evolution'** through the addition of a new ingredient that has striking appeal, totally in line with not only the new demands of the market, but above all those of the consumer: **responsibility**.

In the heart of the **new location** of the **Ex Spazio Ansaldo in via Tortona 54** - and within a balanced mix of couture and accessories exhibitors – nine exclusive brands offer their latest eco-fashion, eco-home and eco-lifestyle creations in the **Selection by C.L.A.S.S.** area. Each brand will present its own creations, from the most simple to products of the latest research. This all goes to show that not only is sustainability able to offer a lifestyle that is in keeping with today's pace of life and expectations, without giving up on image and style; but that this lifestyle is already within our reach. You simply need to know how to find and seize new opportunities: design, research, performance products that are revolutionary, innovative and responsible – from clothing to the home and all types of accessories, without giving up on elegance, design and glamour!

Moreover the Selection by C.L.A.S.S. journey will also take in an 'inspirational zone' that, together with the **textile innovations** from C.L.A.S.S. extensive eco materials library, will include installations created by **3 fashion artists** who will give us their interpretation of 3 lifestyles that are at the base of all the research carried out by C.L.A.S.S., since they represent 3 types of modern living: Organics and Naturals, Repurposed and Recycled and Innovative Renewables.

For the world of **Organics & Naturals** there will be some evocative creations from designer **Agostina Zwilling**, a felt-fashion-artist committed to spreading **the ancient art of felt making**. This raw material (carded wool) can be used to make visually and emotionally striking clothes and bags, jewels without stitching, and using locally sourced wool. The tale of Agostina's research and her world winds around a yarn, yarn that is capable of tying together women, men, stories and cultures from spaces and times that are far distant, but at the same time are close to the heart, to thoughts and emotions.

In particular there will be a splendid **oriental-inspired overcoat**, in tones of pastel black, made with the magic '**NunoFeltro**' technique that uses no stitching, expertly blending together organic merino wool, silk and cotton gauze. Designs, embroideries, graphics applied to the felt: 'feltography', all make this garment literally 'speak'. It is a unique work that communicates emotional harmony as well as elegance and harmony of form. The "**Feltrigami-Bag**" line of **bags** demonstrates pure contemporary design, a really unusual collection that takes its inspiration from the fascinating and ancient Japanese art of origami.

The world of **Repurposed & Recycled** is represented by a garment and accessories from the collection by **Francesca Caira**, who will present her creative research work and the recycling of materials and used clothing, giving a new lease of life to materials that would not otherwise be reused. For the world of **Innovative Renewables** on the other hand, there will be a model from the **Monecouture** collection by **Daniela Barba Bizzi**, a line that focuses on the evolution of geometrical forms such as circles, rectangles and triangles using cutting edge eco-sustainable materials and processes, such as Ingeo<sup>®</sup>, a fibre derived from renewable resources.

**C.L.A.S.S.** (Creativity, Lifestyle and Sustainable Synergy) is a global network with showrooms in **Milan, London and New York** that aims to promote and safeguard the ethical and aesthetical side of business, with particular attention paid to the values of eco-sustainability in products presented by fashion and design companies. **C.L.A.S.S.** supports and promotes the best products from an environmentally friendly point of view across a wide and up-to-date collection of eco-materials, yarns, processes, finished products and services.

### **List of C.L.A.S.S. partner brands present at the White fair, Selection by C.L.A.S.S. space**

The following is a detailed list of brands that will be present at the White Show, reflecting the 3 CLASS eco-lifestyle categories: **Naturals & Organics, Repurposed & Recycled, Innovative Renewables.**

- **Naturals & Organics** celebrate the preciousness of materials through the exhibition of fashion garments and accessories.
  - ❖ d. by asap – as sustainable as possible: womenswear collection
  - ❖ Fashion Helmet: motorcycle, bicycle and ski helmets
  - ❖ Luca della Lama: hats made from natural materials
  - ❖ Nuvola by Fa-ma Jersey Spa - FJWD: products for home, cleansing and personal hygiene
  - ❖ Redesign the World by Cornelia Bamert: womenswear collection
  - ❖ Rizieri: footwear collection
  
- **Repurposed & Recycled** celebrate the research of discovery and creativity. The art of giving new life, form and function to the things that surround us.
  - ❖ Borrello & Co.: fashion textiles and accessories
  - ❖ d. by asap – as sustainable as possible: womenswear collection
  - ❖ Daad&Daad: candles
  - ❖ Mori-Mondo: menswear, reclaimed garments redesigned with fluo graphic prints
  - ❖ Nuvola by Fa-ma Jersey Spa - FJWD: products for home, cleansing and personal hygiene
  - ❖ Redesign the World by Cornelia Bamert: womenswear collection
  
- **Innovative Renewables** where raw materials are natural renewable resources and perfectly blend with the most advanced technologies.
  - ❖ Borrello & Co.: fashion textiles and accessories
  - ❖ Fashion Helmet: motorcycle, bicycle and ski helmets
  - ❖ Nuvola by Fa-ma Jersey Spa - FJWD: products for home, cleansing and personal hygiene
  - ❖ Redesign the World by Cornelia Bamert: womenswear collection
  - ❖ Rizieri: footwear collection

Last but not least there will be 2 special initiatives carried on during the White exhibition by two historical CLASS partners: **Aveda** and **Acqua Sant'Anna by Fonti di Vinadio**.

**Aveda** is the pioneer of environmental and social responsibility with the goal of providing the beauty industry with high performance, botanically based products that would be better for service providers and their guests, as well as for the planet. As a CLASS eco-lifestyle partner, Aveda will be attending the White show in a special "relax zone" close to the Selection by C.L.A.S.S. area and guests will have the possibility to ask for a pampering hand-massage treatment.

The leading brand name of **Fonti di Vinadio**, a completely Italian-owned business, **Sant'Anna** sells for the first time in Italy and Europe a mineral water that uses a bottle made entirely from the revolutionary **bioplastic Ingeo**<sup>®</sup>, obtained from the fermentation of plant sugars rather than petroleum. During the White show Sant'Anna mineral water biobottles will be distributed to all exhibitors, in the press office and even to all visitors as long as stock lasts.

This way C.L.A.S.S. continues its fascinating journey through creativity innovation, quality and responsibility, demonstrating that new responsible choices can also be **cool, chic and glamorous**.

class  
Milano New York London

[www.c-l-a-s-s.org](http://www.c-l-a-s-s.org)