



It feels so precious.

## Asahi Kasei Bemberg™ Excited to Return to Première Vision New York 15-16 January, 2019 Booth B24-C25

*From 1931 to 2018.*

***The story of a Bemberg™ heritage that has shaped a new future for smart innovation through research, knowledge and expertise to deliver the new face of Bemberg™, the one true original material for modern living.***

Since 1931, **Bemberg™** is a new material definition for responsible luxury. The one for cool exquisite comfort, whose smart heritage is born in a circular economy.

Made by Asahi Kasei, the company is the sole maker of this one-of-a-kind, matchless, high-tech natural material, with a unique and precious touch and feel.

Starting from September 2018, Asahi Kasei has launched the **Bemberg™** brand in Europe, with an openness and positive approach that facilitates a stronger, more focused role in the market while supporting our partner's strengths too.

It is about enhancing core values through a now even better, more refined product and process that supports our partner's mission to materially benefit the whole supply chain with beautiful products and open, honest communication. This is the key reason to launch the **Bemberg™** global brand, taking the next steps on a journey that redefines a new future of contemporary luxury this unique fiber represents.

And for this, manufacture is playing its key role in the global role out of the latest **Bemberg™** innovations. **Bemberg™** is presenting a selection of premium lining, not only 100% **Bemberg™** plains but also interesting blends with elastane and cotton and stylish striped and fancy designs. Pioneering partner mills for apparel textiles featured at the booth include: Ekoten, Ipeker, Sidónios Malhas, Silver Textiles and SMI Tessuti.

Moreover, you will be able to enjoy the circularity of the **Bemberg™** story: its source, manufacture and end-of-life credentials, as well as checking the **LCA** study, also **signed by ICEA** and validated by **Paolo Masoni**, a step that confirms a new quality profile and standard for **Bemberg™** with a more responsible and unique position today. Full **GRS** certification, **Oeko-Tex 100**, **ISO 14001**, & **Eco-Mark**.

Also **Bemberg™** can add to its premium position on responsible issues, starting from its raw material choice that clearly demonstrates its circular economy approach. **Bemberg™** is made from a cotton linter bio-utility waste, a natural derived and abundant source, and a truly unique one in the smart fiber arena that doesn't deplete food or forestry resources.

**Bemberg™** has new Compostability Certification. Innovhub-SSI report confirms **Bemberg™** filaments disintegrate at 100% value within the limits specified by the UNI EN 13432, point A.3.1 for disintegration in the composting process. Also related is a new Ecotoxicity metric to EN 13432:2000 Annex E, the compost obtained from the **Bemberg™** filaments according to ISO 16929:2013 revealed the absence of any ecotoxicity effect respect higher plants. The **Bemberg™** filaments tested for the presence of heavy metals and other toxic hazardous substances comply with the requirements specified by the UNI EN 13432, for the substances listed in table A.1.

Remarkable this season, **Bemberg™** started a collaboration with **Martin Greenfield**, one of the world's most renowned tailor company based in Brooklyn. The company, founded in 1977 by Martin Greenfield, realizes hand tailored men's clothing to meet the requirements of



*Martin Greenfield premium suits made with Bemberg™ lining*



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innovative designers, specialty retailers, costume designers, stylists and individuals. For their finest made-to-measure suits, they choose Bemberg™ Yarn Dyed Lining produced in Italy and Japan for its preciousness and exquisite comfort.

Other premium brand adoption is the one of **Ilaria Nistri**, the Italian brand of the namesake designer who, after years of experience in the family fabric business, first presented her line to press and buyers, becoming a finalist of the prestigious Who is on next? competition in 2008. The brand, for the SS 2018 selected several Infinity's **Bemberg™** fabrics for poetical and essential styles.

One of the brand's strengths is its deep knowledge of fabrics and its ability to combine contrasting materials, overlapping or



*Ilaria Nistri dress made with Infinity fabrics in Bemberg™ and laminated silk.*

inserting them to create a fluid silhouette that appears elegant yet edgy at the same time. An avant-garde collection of timeless pieces, where stylish research and easy wearing coexist. And a quality 100% made in Italy.



*Ilaria Nistri dress made with Infinity fabrics in Bemberg™*

Asahi Kasei is proud to present the **Bemberg™** heritage that delivers a true precious uniqueness through responsible smart innovation and transparency. To make contemporary luxury materials that provoke emotive responses through its rarity, sensuality, research and creativity. The ingrained knowledge and know-how behind the brand adds value to the supply chain, working only with the best, amplifying our partner's knowledge and dynamic commitment too.

**For further information:**

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**About Bemberg™**

Bemberg™, by Asahi Kasei, is a one-of-a-kind, matchless and original, new generation material made from the smart-tech transformation of cotton linter bio-utility waste, converted through a traceable and transparent closed loop process. Made in Japan, Bemberg™ also delivers on laboratory verified end of life options, and a finalized LCA study, signed by ICEA. Today an INNOVHUB report confirms that Bemberg™ filaments disintegrate at 100% and that Bemberg™'s very low concentration of hazardous substances complies with the limits specified by the UNI EN 13432. This important step builds and confirms a new quality profile that helps define Bemberg™'s more responsible position today, and to also measure the smart improvements for tomorrow. It is a unique and contemporary innovation designed for beautiful fashions everyday. Bemberg™ is cool and sensual with a unique, supple drape. It is antistatic and breathable while its soft versatility make it perfect for The Modern Wardrobe fashions, athleisure and everyday casual wear. Asahi Kasei also offers the market a unique family of advanced fit stretch yarns. Branded ROICA™, they are designed to improve and shape the way we live better today.

**Bemberg™ is Asahi Kasei's brand of regenerated cellulose fiber, Cupro.**

**Bemberg™ is also partner of C.L.A.S.S.**

**C.L.A.S.S. (Creativity Lifestyle and Sustainable Synergy)** Leading the way since 2007, we are a unique multi-platform HUB based in Milan specialized in integrating a new generation of eco values into your fashion and home product and company. These new values are needed to speak to a new, smarter and contemporary conscience consumer. C.L.A.S.S., founded by Giusy Bettoni, introduces a new way of design thinking that represents a shift in culture, which enables your business to be competitive and socially innovative.