



## **Bemberg™ by Asahi Kasei smart innovation value recognized by Museo Salvatore Ferragamo for “SUSTAINABLE THINKING”**

Museo Salvatore Ferragamo  
April 12<sup>th</sup>, 2019 - March 8<sup>th</sup> 2020.

Since 1931, **Bemberg™** is a new material definition for responsible luxury and 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. This unique value brought Bemberg™ to be selected for the “*Sustainable Thinking*” project by Museo Salvatore Ferragamo. A unique initiative that explores Ferragamo’s sustainability from the pioneering spirit of its founder Salvatore Ferragamo in his revolutionary use of natural, recycled and innovative materials to the more innovative experimentation with sustainable materials and techniques along with an artistic/cultural perspective on the vital issue of sustainability

Sustainable Thinking turns to a wider public, aiming to inspire reflection on the increasingly crucial and contemporary issue of environmentalism, using the language of fashion, art and materials. The project has been designed by Stefania Ricci, Director of Museo Salvatore Ferragamo and Fondazione Ferragamo, with Giusy Bettoni- CEO & founder C.L.A.S.S., Arabella S. Natalini, Sara Sozzani Maino and Marina Spadafora.

Materials are the common theme throughout the exhibition: the suggested itinerary begins with the founder Salvatore Ferragamo’s initial research into materials in the 1920s, including hemp, cellophane and fish skin, to then explore the stories behind luxurious materials that, after reaching the end of their first life cycles, are transformed into quality products, becoming tangible examples of a circular economy. Installations created using ancient crafting techniques present both the art of recycling and the rediscovery of handcrafting traditions, fundamental aspects of sustainable thinking. Through experimentation, smart technologies open the door to change, leading to a virtuous rediscovery of natural fibers in an inexorable return to nature.

At Museo Salvatore Ferragamo, will be showcased the circularity of the **Bemberg™** story: its source, manufacture and end-of-life credentials, checking the **LCA** study, **signed by ICEA** and validated by **Paolo Masoni**. This is a further step that prove a new quality profile and standard for **Bemberg™** with a more responsible approach that defines its position. Full **GRS** certification, **Oeko-Tex 100**, **ISO 14001**, & **Eco-Mark**. In this way **Bemberg™** adds value to its premium position on responsible issues, starting from the choice of its raw material that are a clear demonstration of the circular economy approach. **Bemberg™** is made from a cotton linter bio-utility material, a natural derived source, and a truly unique one in the smart fiber arena that doesn’t deplete food or forestry resources. Moreover, Bemberg™ has a 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 the fact that the compost obtained from the Bemberg™ filaments according to ISO 16929:2013 revealed the absence of any ecotoxicity effect respect higher plants.

Asahi Kasei is proud to present, within such a key initiative, the **Bemberg™** heritage that delivers a true precious uniqueness through responsible smart innovation and transparency through the Brunello’s premium lining. Since 1927, Brunello S.p.a. has merged experience, quality and passion to create fabrics starting from the best raw materials then crafted through the latest technological innovations and experienced team. Brunello also offers its own in-house laboratory for quality control; new processes are constantly implemented to create contemporary luxury materials.

The Sustainable Thinking exhibition will be held at Museo Salvatore Ferragamo from April 12<sup>th</sup>, 2019 to March 8<sup>th</sup>, 2020: do not miss the chance to experience fashion, art and materials that tell the story of sustainable innovation.



It feels so precious.

**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.