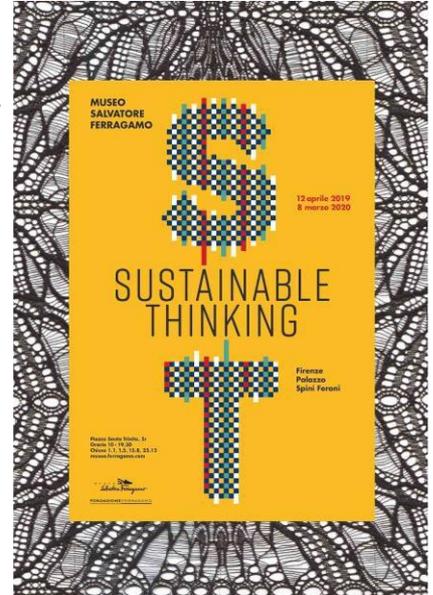


ILUNA Group's precious sustainable innovation

Milano Unica, 9,10,11 July 2019, Pavilion 12 booth D03

Able to offer an alchemy of design and sustainable innovation, **Iluna Group** with **ROICA™** by Asahi Kasei join the latest edition of the Milano Unica fair with a range of innovations capable of combining innovation, aesthetics and quality. "Ethical" lace and stockings, where quality standards go hand in hand with fashion content, respecting both the environment and humans, an offer already selected among the protagonists of the Sustainable Thinking Exhibition of the Salvatore Ferragamo Museum, for its value in the field of responsible innovation.

Experts in the production of stretch lace since 1985, ILUNA today represents the largest European laces'producer. Thanks to the effectiveness of their responsible innovation strategy, Iluna Group has been the very first lace producer to have gained the **GRS** (Global Recycled Standard) for their transformed products, together with the company certification STeP (Sustainable Textile Production by Oeko – Tex®).



Sustainable Thinking by Museo Salvatore Ferragamo



Lace and embroidery by Iluna Group with ROICA™ EF

A relevant achievement for the firm that, thanks to the Green Label collection, now even richer, make responsible innovation an asset for production that focuses on smart

ingredients as **ROICA Eco-Smart™** family and Q-Nova® by Fulgar.

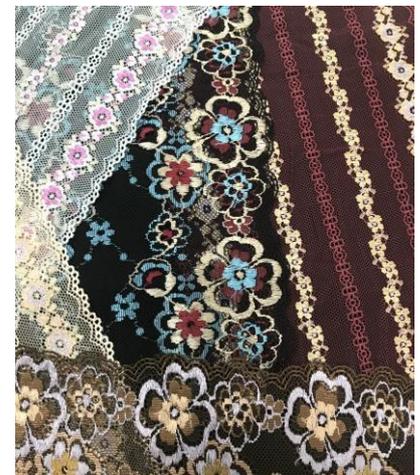
A range that culminates today in the launch of an athleisure and sporty-chic capsule collection that perfectly fit the contemporary modern wardrobe, result of a qualified and totally traceable supply chain, from yarn up to garment, based on design, sustainability and performance.

Of major interest is the fact that the Iluna fashion R&D based its strategic choice for the AI2020/2021 on the extension of the offer with new Black label's developments between lace and embroidery, the premium R&D line.

The range of new Ultralight **multicolor laces** offers jacquardtronic and textronic 4 or 5 colours galloons with a 3D effect. The change of the color of thread in the background as well as in the design gives life to unique coordinated solutions for creatives. The match between expectations of brands and retailers are met always keeping as a priority the contemporary design, that is integrated to unique strategy committed to responsibility both at corporate and product level.

To **ILUNA** smart innovation is not just a project, its space at Milano Unica where visitors will have the chance to discover the new collection and above all to **experience and touch** latest boundaries of lace smart innovations pursued staying true to the values the brand. Iluna team is

pleased to welcome you with a special cadeaux created in collaboration with **ROICA™** by Asahi Kasei.



Multicolor textronic galloons by Iluna Group with ROICA™ EF

For further information, please contact:

ILUNA Group
GB Network

brigitte.cavallero@iluna.com
press@gbnetwork.eu

+39 02 97242601
+39 0276018402

ILUNA Group was born in 1969 from an idea of founder Luigi Annovazzi: the production of pre-shaped bra cups. In 1985 ILUNA acquires the Ondoli di Cuggiono plant, specialized in the production of stretch lace, challenging the French Leavers. The products which constitute the core business of the group are elastic and hard lace for underwear, corsetry, hosiery, beachwear and apparel, seamless articles using the Karl Mayer technology as well as microfiber fabric and tulle. Recently ILUNA Lab was added, a container of technological and stylistic innovations. ILUNA's spearheads are the Black Label series, enriched by ultrathin lace and the GRS certified Green Label line.

ROICA™ "Advanced fit for living", a premium stretch fiber with an innovative range of smart functions to suit the modern wardrobe. ROICA™ shapes comfort with high quality, performance and fit, adding value to everyday living for sport, activewear, intimates, fashion and career wear. ROICA™ is made by Asahi Kasei offering also a range of yarns, marketed as Bemberg™, designed to confer a cool, supple drape with a sensual silk-like touch.

ROICA™ is a registered trademark of Asahi Kasei Corporation