



Re.VerSo™, the sustainable vision of circular economy - Première Vision Paris

September 17, 18, and 19, 2019, Hall 5 Booth 5L58/5M57

Re.VerSo™, the pioneering brand representative of a zero-waste circular production system, for wool and cashmere with a high research and quality value, will be on hand at Première Vision to present refined and innovative materials that inspire creativity and infuse technology. Worth to highlight, the fact that, at the beginning of 2019, Re.VerSo™ has been selected as one of the protagonists of the Sustainable Thinking project of the Museo Salvatore Ferragamo, thanks to the value it bears in the field of responsible innovation.



*Re.VerSo™ wool and baby camel developments by
A.Stelloni Collection by Mapel*

Representing excellence as the result of a culture of Made in Italy traditions, combined with a new vision of Smart Innovation, Re.VerSo™, the advanced supply chain, integrated, transparent and traceable, 100% Made in Italy, covers the woven textiles market through the unique offer of A. Stelloni Collection by Mapel.

For next season, A.Stelloni Collection by Mapel offers even more Re.VerSo™ solutions with strong focus on noble fibres such as Re.VerSo™ Baby Camel and Re.VerSo™ Cashmere for coats and jackets. New finishes, draps, streaks, velours and, mostly, Re.VerSo™ Baby Camel developments, as the company is becoming leader for the sustainable Camel market.

Through all the entire collection, including Re.VerSo™, shine: Alpaca, Wool, Mohair, both pure and in blends, in weights that are addressed to a wide range of items, from very light jackets to heavy coats in double, diagonal, three-dimensional structures.

The finishing always remain a fundamental added value of the collection; from laminates to sables to the most extreme Casentino finishes, a modern and innovative feature that defines the A.Stelloni Collection by Mapel line.

Characterized by great creativity, a consolidated know-how and a very detail-oriented culture in the textile industry, A. Stelloni Collection by Mapel represents a competitive industrial reality, increasingly engaged in research and development, which Mapel SpA has become a leader in.

Originally from Prato, in the mid-60s the company started moving its first steps in the industry of fur fabrics with Vi-Ma carding, manufacturing semi finished materials as a sub-contractor and commercializing synthetic fibers. Later on it has become a truly internationally renowned group with a fully vertical productive cycle that has diversified into footwear, clothing, furniture and technical fabrics. Thanks to a capillary commercial network across all continents, the Mapel SpA group is characterized by a flexible structure able to adapt to the market's requests and by a natural predisposition for research, which is the real strength to be able to fetch and be ready for changes, just like A. Stelloni Collection shows us.

Re.verSo™, thanks to its Italian qualified partners, such as **Green Line**, **Nuova Fratelli Boretti** for the raw material, **A. Stelloni Collection By Mapel** for textile fashion, **Filpucci** for the hi-end threads of knitwear and **Filaturo C4** for design contract textile and for woven fabrics in general, Re.VerSo™ is able to offer on the market solutions with high aesthetics and quality, collecting, selecting, transforming pre-consumer wool and



cashmere and offering, smart yarns and fabrics, design and zero waste , addressed to the fashion and contract sector.

From the Smart Oriented approach, quality and refinement, where the materials are all certified Global Recycled Standard of Textile Exchange, **Re.VerSo™** is representative of a system of pure circular economy, with the addition of a new generation of values and quality; is a promoter of environmental savings (-92% of water, -82% of energy consumption and -97% of carbon dioxide emissions as witnessed by ICEA LCA study compared to virgin wool), an artisanal approach that distinguishes the Industrial Supply Chain that characterizes it, of meticulous care and maximum customization offered at 360°, with a logic of optimization.

Leftovers can be sourced directly by Re.VerSo™ supply chain, otherwise the Re.VerSo™ advanced technology process welcomes retailers and brands to supply their pre-consumer wool and cashmere woven and knitted off cuts, transforming them into high quality yarns and fabrics integrated for a circular economy.

A true example of value that outlines Re.VerSo™ as an exclusive partner to whom to give your pre-consumer wool and cashmere knitwear and fabric cuttings, in the perspective of a true circular economy that looks to the present, but also to the future, full of opportunities, respecting a development based on solidarity.

For further information please contact:

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Re.VerSo™ Re.VerSo™ is a new textile platform that works together with its textile partners to produce a fully integrated, 100% 'Made in Italy' textile collection with a dynamic brand new approach to production that makes Re.VerSo™ products unique in look, feel and responsibility, with fully traceable materials and processes used throughout its whole supply chain that are also 100% Made in Italy. Re.VerSo™ works with a wide variety of supply chain partners to deliver smart, new, eco-responsible materials for fashion and lifestyle. Its unique supply chain is based on:

Green Line is a leading company in the selection, collection and waste management of scraps of pre-consumer textile materials from all over Europe.

Nuova Fratelli Boretti is a unique company, always aiming to produce the highest quality products through excellence. They pay great attention to manually selecting and transforming pre-consumer textile left overs, especially high-quality wools, making them ready for spinning.

A. Stelloni Collection by Mapel is a renowned textile company with a vast experience in the production of fabrics of the highest quality, engaged since its foundation in converting recuperated materials into high-quality textiles for the fashion industry.

Filpucci. A company with an unquestionable industrial expertise that goes hand in hand with the ongoing efforts to always choose virtuous technologies and methodologies, always paying the greatest attention to low impact, environmentally sensitive processes.

Filatura C4: Since 1962, Filatura C4 is known for smart innovation in the contract and furnishing and is achieving specialization in the recuperation of technical and natural fibers. The philosophy is the customized collaboration with the clients, from concept to final product optimizing processes, dyeing and test to achieve the best results.

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.