

## C.L.A.S.S. ecohub and platform brings forward the state of the art of smart fashion in Paris

SMART CREATION Hall 3 booth S2 @ Première Vision -  
Sept 17-19 classecohub.org #classecohub

Download the press kit and the “Smart Directions” guide <https://we.tl/t-2MVazZiqVA>

The new generation of smart - and water saving! – cotton, an innovative brand-new collaborative business model bringing companies together to create smart and sustainable collections for the wardrobe, a textile ‘bank’ to inspire and empower creatives committed to design responsible fashion and more...

C.L.A.S.S. – the acronym for Creativity Lifestyle and Sustainable Synergy - is the global resource for smart material innovation, education, marketing and communication. Founded by Giusy Bettoni - entrepreneur, innovator as well as Première Vision’s sustainability consultant - the platform has become an influential player supporting leading textile and fashion companies to develop, establish and narrate their true sustainable commitment. In Paris, C.L.A.S.S. will bring forward its vision and strategy with a set of initiatives, talks and projects.

“For the third time, we will join Première Vision’s SMART CREATION district with a triple mission: providing all strategic tools to trigger change, raising awareness on sustainability and bringing companies and professionals together to share the ultimate smart innovation.” Explains Giusy Bettoni.

### CO.LAB

[C.L.A.S.S. booth 3S2, TINTEX booths 3S35, 5N60/5P53]  
CO.LAB is an innovative brand-new collaborative business model. For the first time, leading textile manufacturers join forces to develop responsible and ready-to-wear collections with a high-tech sustainable imprint. “CO.LAB was created as a prompt answer, responding to the very end-users increasing demand for responsible and sustainable products.” Explains Bettoni. “We teamed up with TINTEX, the leading manufacturer of ‘Naturally Advanced’ jersey fabrics, and other leading garment manufacturers such as Becri, Confetil and Pedrosa & Rodrigues to create a multileveled set of skills ranging from fabrics making to style development, production as well as marketing and communication.” The three final collections focus on water-saving and naturally advanced soft-touch garments developed with the next generation of sustainable chemistry. The ranges have also obtained the influential and responsible PETA - People for the Ethical Treatment of Animals - certification.



Co.Lab collections: C.L.A.S.S., TINTEX, Becri, Confetil,  
Pedrosa & Rodrigues

## SMART MATERIALS BANK

[Pav3, Booth S2]

The SMART MATERIALS BANK is C.L.A.S.S. educational platform and samples' e-shop designed to allow responsible creatives and brands to discover and experiment with textiles, yarns and fashion components from the most cutting-edge and sustainable producers. "Like a seeds bank, our Smart Materials Bank, was conceived as a resource for a better future. C.L.A.S.S. team of experts constantly monitors the textile world looking for sustainable and innovative products. But our selection doesn't



*Smart Materials Bank offer*

live in a museum, it is constantly updated and it travels to the most influential events and fairs across the globe. As companies, designers, students or researchers struggle to find the most responsible products, the Smart Materials Bank is at disposal for all those who want to create sustainable fashion. Cherry on top? It is truly available: indeed, samples of all products can be purchased at affordable prices in small quantities from 1 up to 50 meters." Says Luca Olivini - SMART MATERIALS BANK founder/ C.L.A.S.S. eco material hub manager.

## NEW COLLABORATIONS

At Première Vision, C.L.A.S.S. announces also new collaborations with leading companies such as Varvaressos, Eastman Naia™, Imbotex and Filo d'Oro.

- **VARVARESSOS** [Pav 3, Booth S21] is a leading Greek yarn manufacturer bringing cotton to a whole new level of sustainability thanks to an advanced satellite-powered drip irrigation system at the foot of Mount Olympus and a set of influential eco-certifications that grant 100% traceable products and attest corporate responsibility. In Paris, Varvaressos unveils SUPREME GREEN COTTON®, the ultimate GMO-free and most cutting-edge premium quality fiber matching the requirements for high-end garments, thanks to excellent uniformity, superior strength, contamination free and long eco-fibers up to 30.5 mm.
- **Eastman NAIA™** [Pav 3 Booth S42, Pav 6 Booth C55] offers the perfect choice for fabrics in womenswear, intimate apparel and linings. The company's bio-based yarn is made from fully traceable and sustainably sourced wood pulp, from managed pine and eucalyptus plantations, as well as forests, resulting in no deforestation of ancient and endangered forests. Naia™ products are born from a closed-loop production process where water and safe solvents are recycled and reused, ensuring a low tree-to-yarn carbon and water footprint. Naia™ has a third party reviewed LCA compliant with ISO14044 and is listed on the HIGG Materials Sustainability Index as well as TÜV AUSTRIA Group "OK biodegradable" certification for fresh water and soil environments, and the "OK compost" certification for industrial settings.
- **Imbotex SrL.** Founded in 1955, the leading manufacturing company specialised in natural and technological textile padding committed to the DetoxCampaign in 2016. Imbotex creates 100% Made in Italy solutions for body wellness, able to enhance the potential of natural materials. Among the certified products: ReCashmere, Rags of Wool, REFIBRA™, Organic Cotton, and Flax, Hemp & Ingeo, Hemp & Silk.

- **Filo d'Oro: the responsible silk network C.L.A.S.S. New Partnership!** [Pav 3, Booth S23]



Filo d'Oro, the Italian silk network organization and supply chain brings to Paris sustainable collections proving that joining forces can make the difference to stand out on the luxury global stage with highly certified premium quality products. Elegance is smart, silk is for virtuosos.

Filo d'Oro network organization comprises: A.M. Taborelli Srl, Clerici Tessuto & C. SpA, Comofil Srl – Tintoria Filati Portichetto Srl, Ambrogio Pessina Srl, GT 2000 Srl, Iride Srl, Ongetta Srl, Saraink srl, Tessilbiella Srl, Tintoria Iltep Srl, TOT Srl.

## TALKS + C.L.A.S.S. WORLD TOUR

As sustainability consultant of Première Vision, Giusy Bettoni will curate a series of talks with some of the most influential players in the textile business. Find out more [here](#).

The talks kick off C.L.A.S.S. World Tour, the international programme of panels, round tables, exhibitions and talks at some of the most influential business events on the textile and fashion system agenda. After Première Vision, the first appointment is the Textile Exchange conference in Vancouver, the annual event organised by the eponymous certification agency and non-profit association. C.L.A.S.S. will exhibit offering to participants the chance to discover the Smart Textile Bank.



Earlier this year C.L.A.S.S. founder Giusy Bettoni has co-curated Sustainable Thinking, a major exhibition by Museo Salvatore Ferragamo in Florence. On show until the 8th of March 2020, suggestions for a change in model, limited, in terms of research, to the world of fashion and art. Designed by the museum's curator Stefania Ricci, the exhibition explores the Maison's sustainable commitment, from the pioneering spirit of its founder in his revolutionary use of natural, recycled and innovative materials to the more innovative experimentation with smart materials and techniques along with an artistic and cultural perspective.



*Sustainable Thinking exhibition - Museo*

Giusy Bettoni has co-curated Sustainable Thinking together with Arabella S. Natalini, Sara Sozzani Maino and Marina Spadafora

For further information, please contact:

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ABOUT: 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.

ECO CHIC DESIGN AWARD, advisor,

ARAB FASHION COUNCIL, sustainability advisor,

PREMIERE VISION, Sustainability Consultant for Smart Creation

Ms. Bettoni currently serves on the CFDA + Lexus Fashion Initiative Advisory Board and was a speaker at the 2018 CFDA Fashion Education Summit.

Curator - Sustainable Thinking by Museo Salvatore Ferragamo.