Bemberg™’s 2020 kicks off with a world tour focusing on sustainable innovation and premium collaborations

December 2019 – Bemberg™, the Japanese brand of regenerated cellulose fibers is set to fly to some of the most cutting-edge global destinations on planet Fashion to present its ultimate collaborations with leading players along with some of its ultimate collections. An intensive roadmap and warm up to Première Vision (Paris, February 17-19) where the company, for the first time, will double its presence debuting new collections and collaborations.

The rich programme highlights the adaptive and multitasking nature of Bemberg™’s high-tech and sustainable range of premium yarns. First appointment of the year is Pitti Uomo in Florence, Italy, Jan. 7-10. The company then joins Première Vision NYC, Jan 21-22, and ISPO in Munich, Jan. 26-29. Each participation is set to unveil how the company's product can become that extra premium ingredient adding eco-technology to fashion collections and textiles in different product categories, ranging from the contemporary man’s wardrobe to sportwear and athleisurewear as well as luxury linings and home wear.

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 forestry resources. The company by leading materials manufacturer Asahi Kasei is the sole maker of one-of-a-kind, matchless, high-tech natural fibers with a unique touch and feel as well as unique performances such as moisture control and is antistatic.

Pitti Uomo 2020
January 7th-10th, Florence – Italy.

In Florence, Bemberg™ supports the new generation of Italian Sartorial Style. The company presents an 8-pieces fashion collection commissioned-to and developed-with students of the renown Scuola Triennale di Alta Sartoria Maschile dell’Accademia Nazionale dei Sartori in Rome and the premium lining producers Brunello s.p.a., GIANNI CRESPI FODERAMI S.p.A., MANIFATTURA PEZZETTI s.r.l., TESSITURA Marco Pastorelli s.p.a. as well as with prominent lining manufacturers. “We couldn’t have started the new year in a better and most promising way!” Says Kazuki Morise, Sales of Bemberg™.
Première Vision NYC  
*January 21st-22nd, New York, NY-USA.*

Bemberg™ presents fabric innovations and collaborations with fashion brands from the US and beyond. “*On show in New York there is the whole process of sustainable fashion making,*” explains Junshu Furusawa, Sales of Bemberg™. “*Indeed, through these fabric suppliers, we will be showcasing also new premium brand fashion range adoptions and collaborations with leading brands.*

**ISPO 2020  
January 26th – 29th, Munich, Germany.**

“When you think about sportwear, high-tech innovation comes to mind. That’s why we couldn’t miss ISPO fair.” Says SHUNSUKE SATO, Manager Bemberg Division at Bemberg™. The company presents new textile collaborations with SIDONIOS, TINTEX Textiles, ZUE and Matias & Araujo.

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**Contact**

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<thead>
<tr>
<th>GB Network</th>
<th>Asahi Kasei Fibers Italia s.r.l.</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:press@gbnetwork.eu">press@gbnetwork.eu</a></td>
<td>Via E Cantoni 1</td>
</tr>
<tr>
<td>tel. +39 0276018402</td>
<td>21013 Gallarate(VA), Italia</td>
</tr>
<tr>
<td></td>
<td>Tel:+39-0331-21-3716</td>
</tr>
<tr>
<td></td>
<td>Fax:+39-0331-70-5666</td>
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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 pre-consumer material, 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 / Bemberg™ is the brand name of the regenerated cellulose fiber Cupro, produced only by Asahi Kasei.

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.