

## @ Denim Première Vision, C.L.A.S.S. ecohub promotes, educates and shares sustainable culture for the denim industry

Booth B14 @ Denim Première Vision – Dec. 3<sup>rd</sup>-4<sup>th</sup>  
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London, December 2019 – Platform C.L.A.S.S. - the acronym for *Creativity Lifestyle And Sustainable Synergy* – returns to Denim Première Vision with a triple mission: to educate, share sustainable innovation and promote the state of the smart of the textile and fashion business.

“In London, we will bring forward its vision and strategy with a set of initiatives, talks and projects” Explains Giusy Bettoni, CEO and founder of C.L.A.S.S. As sustainability consultant for Première Vision, Bettoni will curate a programme of #SmartTalks with some of the most influential players in the industry.



*Smart Materials Bank offer*

C.L.A.S.S. will bring its *Smart Materials Bank*, an open and inspirational resource and educative tool for designers, students and brands which features some of the most innovative materials on the market. On show at booth (B14) also some of C.L.A.S.S. most innovative partners.

### EDUCATING & INSPIRING CREATIVES: SMART MATERIALS BANK

Like a seed-bank for a better future, the **Smart Materials Bank** has been conceived as an inspirational source to allow brands, designers and researchers to discover and experiment with a fine selection of sustainable textiles, yarns and fashion components. This year, Italian denim manufacturer Candiani Denim officially joins the Smart Materials Bank with its ultimate smart collections. In particular, the ReGen, winner of the 2019 ITMA Sustainable Award, is a rigid selvedge fabric composed of 50% Refibra™ fibers and 50% recycled fiber, ReLast is a stretch fabric, composed of organic cotton and the world's first ROICA™ EF premium stretch yarn made with

58% of pre-consumer recycled content, the ROICA™ EF comes with the Global Recycled Standard - GRS - certification by the influential Textile Exchange.

“At C.L.A.S.S. we constantly monitor the textile business looking for sustainable and innovative products. Our Smart Materials Bank, the result of such observatory, is open to creatives who can purchase at affordable prices samples and small quantities of sustainable materials up to 50 meters.” Explains Luca Olivini, Eco Hub Material Manager of C.L.A.S.S. . Find out more [here](#).

### SHARING SUSTAINABLE VISIONS: SMART TALKS

As sustainability consultant of Première Vision, C.L.A.S.S. CEO Giusy Bettoni will curate a series of talks with some of the most influential players in the textile business. The programme focuses on the concept of Jeans ReDesign: denim becomes smarter with many different expressions, interactions and brand new solutions dedicated to contemporary consumers. The series includes *The Jeans Redesign Guidelines* by Make Fashion Circular. A talk is dedicated to the new generation of contemporary fibres and circular economy business models. Other talks focus on the role of the designer as an enzymatic power triggering sustainable change in fashion and the role and the innovative design strategies of brands and retailers bringing together circular economy and a new level of aesthetics, performances and unexpected multiple lifecycles. Find out more [here](#).

## PROMOTING SMART INNOVATION

At booth B14, C.L.A.S.S. showcases also the innovations of some of its cutting-edge partners.

C.L.A.S.S. partner **ROICA™ by Asahi Kasei** has teamed up with Italian Denim manufacturer **Candiani Denim** to create **ReSolve**, Candiani Denim's newest fabric, unique thanks to its composition of organic cotton and a customized ROICA™ V550 premium degradable stretch yarn developed exclusively for Candiani Denim. Indeed, the **ROICA™ V550** proudly breaks down without releasing harmful substance under the testing environment according to Hohenstein Environmental Compatibility certification. Made and engineered by Asahi Kasei R&D team, and produced in ROICA™ German plant only, the yarn offers additional and relevant circular economy advantages linked to material health as proved by a Gold Level Material Health Certificate by the Cradle to Cradle Product Innovation Institute for a safe and biological end of life cycle.

**SUPREME GREEN COTTON®**, the ultimate GMO-free, water saving (-40%!) 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. **VARVARESSOS** 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.

CO.LAB: a collaborative smart platform and research-lab aiming to create a new way of making fashion smart. For the first time, leading textile manufacturers join forces to develop responsible and ready-to-wear collections with a high-tech sustainable imprint. "We teamed up with TINTEX, the leading manufacturer of 'Naturally Advanced' jersey fabrics, and leading garment manufacturers such as Becri, Confetil and Pedrosa & Rodrigues to create an innovative brand-new collaborative business model, a multileveled set of skills ranging from fabrics making to style development, production as well as marketing and communication." Explains Bettoni. 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 certification. The perfect solution for brands that want to match sweaters, t-shirts and jumpers to their jeans offer.

The activities at Denim Première Vision perfectly fit the C.L.A.S.S. World Tour, an 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 the workshops held in London, Amsterdam and many other fashion capitals, C.L.A.S.S. is ready to close this 2019 smiling for what achieved and re-charging for 2020 opportunities and challenges.

For further information, please contact:

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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.