



It feels so precious.

## #Bemberg2020 – At Première Vision NYC, Bemberg™ presents fabric innovations and collaborations with fashion brands from the US and beyond

*Première Vision NYC - January 21<sup>st</sup> -22<sup>nd</sup>, New York, NY: Booth F5 (Sustainable Smart Zone)*

*In the Big Apple, Bemberg™ showcases his vision for smart innovation through heritage, research, knowledge and expertise. The forest-friendly smart fiber strengthen its presence as the true original material for modern living.*

January 2020 - Bemberg™ is pleased to present a full range of new fabric innovations at Première Vision New York. These include manufacturers from around the world including **Brunello S.p.A.** and **Cotonificio Albini S.p.A.** from Italy, as well as luxury linings already installed at the Bemberg™ Lining Showroom in the heart of the Garment District hosted by CHH America. Relevant to report, the luxury yarn dyed jacquard linings made in Japan that can be customized following brands' designs. While usually minimums are not met by emerging brands and start-ups, Bemberg™ decided to cooperate with a Japanese producer to offer customized yarn dyed Jacquard lining starting from 55 yards, per colour. Indeed, Bemberg™ will offer attractive designs, precious aesthetic while keeping its usual technical performances and the precious touch.

“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 brands such as **CAALO** that is making its mark in the outerwear market with its Sustainably produced Functional-Luxury proposal.



*Bemberg™ yarn dyed Jacquard lining offer*



*CAALO SS2020 collection with Bemberg™ lining*

For SS20, CAALO utilized Bemberg™ lining because of the sustainability properties and its unique colour. CAALO looks to utilize as much eco-friendly and sustainable materials as possible without compromising on design or quality. This Bemberg™ lining was a perfect fit.

**Brunello S.p.A.** will present the new SS20 collection that takes its inspiration from the ethnic and tribal cultures of South America projected in the current world and in relation with the new generation trends. Thus they have created a new range of linings where color and images have the power to evoke rites of the past but at the same time create strong suggestions and have the power to amaze. Technology, innovation and experience are the main values of our work, that combined with the extraordinary characteristics of **Bemberg™** give life to a collection where color dominates, maintaining high product quality and paying attention to sustainability.

Among the new fabrics highlight is important to mention the new partnership with the leading Italian **Cotonificio Albini S.p.A.** especially for two of their brands: Albini Donna and ALBINI 1876. Albini Donna is versatility, experimentation and extensive research. Combinations of precious raw materials, the use of special, imaginative, refined jacquard and fil coupé yarns, give life to versatile fabrics, conceived for a more sophisticated and intriguing woman. 100% Italian taste, textile know-how, creativity and continuous research are the distinctive features that set Albini 1876 apart, the Group's historic brand which, for over 140 years, has been delivering collections that meet all the most demanding market requirements. Of special interest, DORIS TP a fabric made with an innovative blend of linen and Bemberg™: an eco-friendly fabric that is extremely breathable and soft, with a full-bodied and fluid hand that leaves a feeling of comfort on the skin. The slightly slubbed appearance of linen combined with the silkiness of Bemberg™ give life to a fabric that tells of a refined and natural rusticity.

Moreover, **Bemberg™** will showcase interesting developments enriched by **Velutine™ Evo**, a new finishing refinement technology developed in the Japanese laboratories of Asahi Kasei that offers a premium finish to the best qualities of the classic Bemberg™ peach skin touch. As part of the company's continuous innovation, Velutine™ Evo brings better environmental, energy and water profiles for the benefit of Bemberg™ partners in the manufacture of their ranges. It sets a new benchmark for everyday luxury with a new generation of fibrillation technology.

Asahi Kasei have asked **ICEA** the 3<sup>rd</sup> party organization to measure the environmental impacts and produce a preliminary **LCA - Life Cycle Assessment** - study for **Velutine™ Evo** that confirms all the projected data savings, and **TIFAS** has carried out practical processing trials in order to verify the process feasibility and technical results (technical results on the finished product).

#### **Velutine™ Evo - Environmental benefits.**

- **Global Warming Potential:** 16.5% reduction in greenhouse gas emissions.
- **Total consumption of energy resources:** decrease in total consumption of energy resources of 21%.
- **Direct energy consumption for ennobling process:** electricity savings of 20.5%; steam reduction of 15.9%.
- **Direct water consumption for ennobling process:** 19.5% reduction.

With **Velutine™ Evo**, today Asahi Kasei are offering new values and choice for the market to move in a way that suits their Bemberg™ customer base with an openness that delivers a truly reliable, equal and precious outcome.

Bemberg™ products are 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.

The participation at Première Vision New York is the second step of a global tour pointing to some of the most cutting edge design innovations on planet Fashion. #Bember2020 kicked off in Florence for Pitti Uomo, the next appointments will be ISPO in Munich. At each 'sustainable pit-stop' the company will showcase a different aspect of its multitasking and sustainable imprint.

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## Contact

GB Network

[press@gbnetwork.eu](mailto:press@gbnetwork.eu)

tel. +39 0276018402

Asahi Kasei Fibers Italia s.r.l.

Via E Cantoni 1

21013 Gallarate(VA), Italia

Tel:+39-0331-21-3716

Fax:+39-0331-70-5666

### 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.