



It feels so precious.

## #Bemberg2020 – At Pitti Uomo Bemberg™ supports the new generation of Italian sartorial style

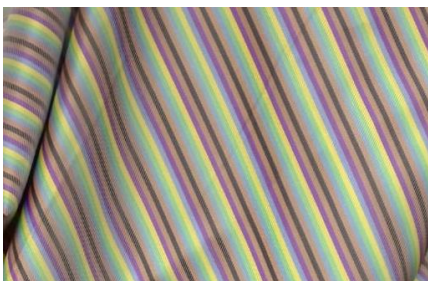
*Pitti Uomo - January 7<sup>th</sup> -10<sup>th</sup>, Florence, Italy: Booth F/20-21*



In Florence, Bemberg™ presents an 8-pieces tailoring collection commissioned to and developed with students of the renowned Scuola Triennale di Alta Sartoria Maschile dell'Accademia Nazionale dei Sartori in Rome as well as with prominent lining manufacturers as Brunello S.p.A., Gianni Crespi Foderami S.p.A., Tessitura Marco Pastorelli S.p.A. and Manifattura Pezzetti Srl.



January 2020 -. "We couldn't have started the new year in a better and most promising way!" Says TAKESHI IITAKA, president of Asahi Kasei fibers Italia. The Japanese brand of regenerated cellulose fibers has tasked students at the Accademia Nazionale dei Sartori excellences. The designers of tomorrow created 8 contemporary clothing teaming up with prominent lining manufacturers that offered premium jacquard, striped and dotted materials in vivid colors that follow the seasonal trends. Yarn dyed options made unique by impactful contemporary designs that create interesting contrasts with the tailoring proposals.



Recognized as a leader in high quality linings, the academy – the oldest in Italy - has included Bemberg™ as part of the shared stories of a tailoring heritage, from materials, craftsman tailors, accessories and brands that exemplify the world of sartorial art and excellence.



In occasion of the fair Bemberg™ team will present "The Bemberg™ book", a unique resource able to present the versatility of the precious fiber through partner's material developments.

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 forest resources.

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

The participation at Pitti is the first of a global tour pointing to some of the most cutting edge design innovations on planet Fashion. The next appointments include ISPO in Munich and Première Vision New York.

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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.