

Re.VerSo™

Values in Science

Re.VerSo™ Launches a Full Circle Service for Responsible Innovations, 'Made in Italy' for Fashion at the Première Vision Salon, in Paris.

See you at Lanificio Stelloni booth H6K4

*Newcomer, Re.VerSo™ will present a first-of-its-kind system of a fully integrated supply chain for fashion with a collection of innovative eco-centric fabrics that are 100% Made in Italy, at the upcoming **Première Vision** salon in **Paris, 16th-18th September 2014.***

The presentation in Paris is the result of two years dedication in the development of the concept and processes by three protagonists: **Gucci, C.L.A.S.S.** and **Re.VerSo™** itself. Together they have worked diligently to leverage the advantage that a new and unique supply chain could achieve in delivering more innovative yet responsible fashion materials.

C.L.A.S.S. (Creativity, Lifestyle and Sustainable Synergy) is a responsible lifestyle consultancy and product platform, and Gucci, one of the world's leading luxury brands, joined to develop with Re.VerSo™ an integrated plan that's now making finished Re.VerSo™ cachemire product for the Gucci AW15/16 men women and children collections. It takes expertise, time and commitment to achieve an integrated result like this, and it's a true testament to traditional skills, updated with new technology and a focus on eco-metrics, but above all a sharp eye for style and fashionable cool that makes market relevant innovation become available to the consumer when they want it most.

So what does Re.VerSo™ offer today?

Re.VerSo™ is a new textile platform made of a group of three top Italian mills, Nuova Fratelli Boretti, Green Line and Lanificio Stelloni, who together produce a fully integrated, 100% 'Made in Italy' textile collection with a dynamic brand new approach to production that makes Re.VerSo™ products unique in its look and feel, fully traceable throughout its whole supply chain and 100% Made in Italy.

The Re.VerSo™ program begins with collecting pre-consumer textile selected waste, mainly wool but not limited to, and converting it into fiber through a mechanical process, and then spin into yarns from which knitted, woven and knitwear fashion fabrics can be made, and then into finished garments in a fully traceable, transparent line of production that has garnered recognition as a best-practice model for eco-responsible manufacture.

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Three companies mean three steps are taken to make Re.VerSo™ unique process become true:

- 1) **Green Line** – a company responsible for sourcing and sorting all the pre-consumer waste yarn and fabrics from sources all over Italy and selected European countries.
- 2) **Nuova Fratelli Boretti** – a company where excellence and uniqueness lies in handmade selection together with the mechanical transformation of a mixed pre-consumer textile material into a high quality, wool-centric fibre base ready for spinning.
- 3) **Lanificio Stelloni** – a well-known textile mill that has the long established expertise in high fashion fabric, now committed to use this culture to transform this new re-made raw material into high quality stylish, performing knitted and woven fabrics for fashion market.

Re.VerSo™ has been designed as an 'open door' platform, meaning that it welcomes input from all manufacturers to process their surplus waste through its system, even encouraging them to use their own selected mills to finalize fabrics. The Re.VerSo™ team represents a future of possibility rather than limitation. Its concept becomes a dynamic, growing enterprise with no limits to creativity or business. It's a production microcosm, an example of new best practice for how fabric has been made for centuries. But now it's one that can offer responsible creation and innovation as a contemporary advantage to all by helping them create their own 'virtuous circle' of production values.

Re.VerSo™ is a partner in the C.L.A.S.S. eco-hub enterprise and their products can be seen year round in the C.L.A.S.S. fabric library in Milan, London, Copenhagen, Madrid and New York.

Come and see the first Re.VerSo™ launch collection showing at the Lanificio Stelloni Booth Number H6K4, Première Vision, Paris, 16th-18th September, and experience how fabrics can be made with style, quality and responsibility.

For more information
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Re.VerSo™ is a registered trademark of Nuova Fratelli Boretti s.r.l.