

# Re.Verso™

*Values in Science*

***Re.Verso™: from high-tech, re-engineered material to cutting-edge exclusive fashion collections.***

*Lanificio Stelloni will be at **Premiere Vision, booth H6K4** to present its latest innovations, which will feature the Re.Verso™ platform that was launched successfully last September in Paris.*

Re.Verso™ is a new textile platform, the result of a collaboration between three top Italian mills, Nuova Fratelli Boretti, Green Line and Lanificio Stelloni, who together produce a fully integrated, 100% 'Made in Italy', textile collection. This dynamic new approach to production is what makes Re.Verso™ products unique in both look and feel, fully traceable throughout the supply chain and, last but not least, 100% 'Made in Italy'.

The Re.Verso™ program begins with the collection of pre-consumer textile waste, mainly, but not only, wool based, this is converted back into fibre using a mechanical process, then spun into yarns from which knitted and woven fashion fabrics can be made. The fabrics are then made into finished garments in a traceable, transparent line of production that has garnered recognition as a best-practice model for eco-responsible manufacture.



***Re.Verso™ Wool Fabrics***



***Re.Verso™ Baby Camel***

Re.Verso™ is a unique “smart” process for top-level designer fashion, a fact confirmed by the presence of Re.Verso™ cachemire garments in the Gucci womenswear, menswear and childrenswear collections for A/W 2015/2016, which will be in store from May 2015. We will be in touch soon to talk more about this!

To give you a complete overview of “smart” innovation at Stelloni, we are also pleased to announce that alongside Re.Verso™ Stelloni is introducing a new collection of fabrics based on blends of Newlife™ with cotton. These fabrics are able to enhance the key characteristics of cotton, such as freshness, softness and breathability and add to these the technical performance qualities of Newlife™ such as easy care, easy wear, resilience, and crease resistance, in order to get a denim-inspired fashion look that also offers the best in terms of environmental impact!

Lanificio Stelloni, Nuova Fratelli Boretti and Green Line with Re.Verso™ are C.L.A.S.S. eco-hub enterprise partners. Their collection will be showcased in the World Class Tour to the trend-setting centres of the fashion planet; from Milan to London, Copenhagen to Madrid and New York.

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These are the three companies that make Re.Verso™ possible:

**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.

**Nuova Fratelli Boretti** – a company that offers the excellence of handmade selection and mechanically transforms a mixed pre-consumer textile material into a high quality, wool-centric fibre, base ready for spinning.

**Lanificio Stelloni Andrea S.r.l.** – 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.

**Newlife™**: *Newlife™ is the result of the High Tech Conversion Model that transforms exclusively from post-consumer plastic bottles, whose origin is entirely traceable, in a hi tech polymer with unique and exceptional quality, through a mechanical, not chemical all Made in Italy process..*  
*The savings generated are substantial: -94 % water, 60% in energy consumption, 32% of carbon dioxide emissions as stated by the study of Life Cycle Assessment done by ICEA.*

**C.L.A.S.S. (Creativity Lifestyle and Sustainable Synergy)** is a unique, multi-platform worldwide network that showcases exclusive fashion, textiles and materials created using smarter sustainable technology for designers, buyers, media and business. Founded by Giusy Bettoni, C.L.A.S.S. is a complete, 360° initiative that provides a comprehensive global communications, marketing and product development consulting service, specializing in a new kind of luxury for fashion and fabrics created through innovative and sustainable design solutions.

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