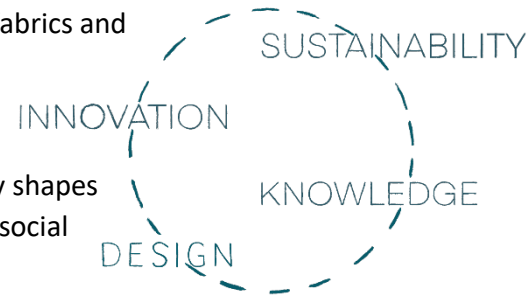


Milano Unica & C.L.A.S.S.:

A renewed synergy to give voice to the values of responsible innovation- fundamental basis for next-generation fashion

Milano Unica, C.L.A.S.S. Area - Hall 8, 31 January- 2 February 2023, Rho Fiera Milano

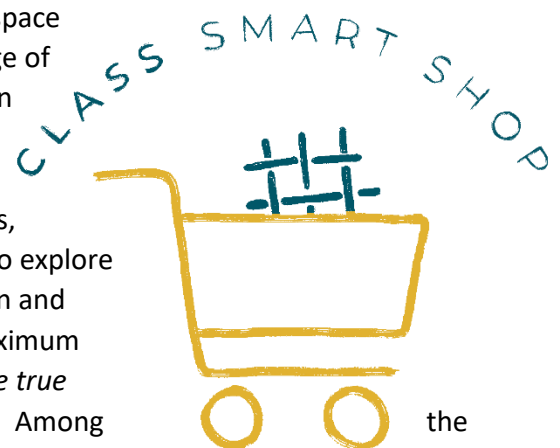
The synergy between Milano Unica and C.L.A.S.S. - Creativity Lifestyle And Sustainable Synergy - continues and strengthens. The reference trade fair for high-end fabrics and accessories for Women's and Men's wear carries on its narrative and analysis on sustainability in tandem with the international eco-hub - based in Milan - that since 2007 has been supporting a new generation of fashion in which the fusion of design, innovation, communication and responsibility shapes a conscious and competitive business, able to play both an economic and social role.



"We are very happy to be at Milano Unica, empowering our synergy to support and activate a concrete answer to the need of change in the fashion system." Commented Giusy Bettoni, CEO and Founder of C.L.A.S.S.. "At the fair we will narrate the values of the ingredients of our C.L.A.S.S. Smart Shop and of a selection of our Material Hub. Values that speak clearly and directly to the contemporary consumer. It will be a precious opportunity to create and share, with the new generation as well as with professionals, deep information on the latest developments in terms of conscious and smart materials and technologies"

C.L.A.S.S. presents itself at Milano Unica with two main initiatives, creating an immersive journey into the world of smart solutions that combine design, innovation and responsibility:

- C.L.A.S.S. returns with its **C.L.A.S.S. SMART SHOP**: the online space offering eco-high-tech materials representative of a wide range of categories and applications that can bring the future of fashion to life. *"Because knowledge is the real starting point of any truly sustainable choice and innovation."* Adds Giusy Bettoni. Established in 2018, The SMART SHOP is dedicated to students, designers and emerging next-generation brands determined to explore and test premium materials that can combine style, innovation and responsibility. All without minimums of order, all with the maximum transparency and democratic costs. *"Because knowledge is the true starting point of any truly sustainable choice and innovation."* Among names of project partners exhibiting at the fair are Albini Group Hall 20 Stand A03, Brunello Hall 12 Stand C17 C19 C21 C23 C25 and Iluna Group Hall 12 Stand F38.
- And always with the focus of sharing knowledge, C.L.A.S.S. will represent an immersive journey through smart materials and responsible solutions for the contemporary wardrobe, including all the different expressions of ingredients: natural, transformed, innovative and circular materials. This will give to the visitors of Milano Unica the opportunity to learn about, and touch, innovative, yet conscious, design products in line with the contemporary values of the new generations. Examples include: the premium stretch fiber **ROICA™ by Asahi Kasei** with responsible credentials, the **ethical** Greek smart cotton **SUPREME GREEN COTTON® by Varvaressos** with superior quality, full traceability



and incredible water savings, the Italian company **Orange Fiber** that has patented and produces sustainable cellulose materials from citrus by-products and **Spiber**, a Japanese biotechnology venture engaged in the development of its Brewed Protein™ materials. Last but not least, **Sustainable Brand Platform** automates data collection, processing and organisation giving companies access to their real-time sustainability performances, ensuring the highest quality of impact measurement thanks to proprietary AI-based algorithms.

At a time when greenwashing is rampant, C.L.A.S.S. takes the field at Milano Unica and WITH Milano Unica with all the commitment and activism necessary to give voice to materials, technologies, new business models of companies and innovators who every day, from "their front line", work hard not only to produce, but to create an evolved fashion system, transparent and responsible towards people and the planet. The presence of C.L.A.S.S. is comparable to that of an agent of change/enzyme with a mission to activate new creative and productive paths for a better future.

"Smart" sessions will be held, at C.L.A.S.S. space, to learn more about these materials contact our team to book a slot.

For further information please contacts:

C.L.A.S.S.

press@classecohub.org

+39 02 7601 8402

C.L.A.S.S. (Creativity Lifestyle And Sustainable Synergy) is the international eco-hub – based in Milan - which since 2007 has been advocating for a new generation of fashion where the fusion of design, innovation, communication and responsibility shapes an informed and competitive business, able to play both at an economic and social level.

C.L.A.S.S. supports the whole supply chain to trigger CHANGE in the system while activating VALUES that speak clearly to contemporary consumers.

At C.L.A.S.S. we know it is not about PERFECTION, each single step in the right direction counts. Just get in touch with our team.

Special projects:

- A NEW POINT OF MATERIALS by Lineapelle, co-creator 2021-2022
- Fashion Graduate Italia 2022, Sustainability Partner since 2022
- Museo Salvatore Ferragamo, co-curator Sustainable Thinking 2019
- Première Vision, Sustainability Consultant for Smart Creation 2015-2020
- The Textile Library Circular Symposium, Museo del Tessuto di Prato, co-organizer since 2021
- WSM-White Sustainable Milano - "Unveiling the Fashion Backstage" , strategic partner since 2022
- CFDA + Lexus Fashion* Initiative Advisory Board since 2018
- Fashion for Good, mentor Accelerator Programme since 2020
- ISPO Textrends jury member since 2015
- Redress Design Award, advisor since 2020
- Renoon, advisor since 2020
- The Fashion Pact, member of the Materials Technical Advisory Group since 2021