

CLASS

THE SMART CHOICE
IN CREATING FASHION

C.L.A.S.S. joined Textile Exchange Sustainability Conference 2019 in Vancouver bringing smart innovation across fashion's sustainable epicentres



Vancouver, October 2019 - C.L.A.S.S. the global platform for sustainable materials, fibres and textiles for the fashion business demonstrated to be ready for its world tour in some of the most cutting-edge venues and events truly committed to 'weave' a better future. The first appointment was the Textile Exchange conference, the influential annual event organised by the eponymous certification agency and non-profit association, held in Vancouver, BC – Canada, from October 16. A unique opportunity to discover smart and cutting-edge innovations. In Vancouver, C.L.A.S.S. was pleased to meet the attendees at **Booth 40**.

Textile Exchange is a global non-profit that works closely with its members to drive industry transformation in preferred fibres, integrity, standards and responsible supply networks as well as introducing participants to the ultimate eco-tech innovations, many of which debuted in Paris at Première Vision.

"This year's theme is DRIVING IMPACT THROUGH INTEGRITY AND PERFECT FIBERS & MATERIALS. Such a motto! We simply couldn't miss it!" Says C.L.A.S.S. founder Giusy Bettoni.

C.L.A.S.S. brought to Vancouver some of its partners' ultimate innovations such as the precious regenerated cellulose fibre **Bemberg™ by Asahi Kasei**, Candiani Denim presented a range of market fresh responsible denim products – from the rigid ReGen to stretch ReLast developed with ROICA™ Premium Stretch Fibers— each fabric featured ennobled post-industrial recycled materials, representing a 100% transformed innovative solution. The smart capsule collections by **CO.LAB**, the innovative business model for responsible fashion focusing on water-saving, sustainable chemistry, PETA-certified ingredients and traceability. On show the **E.C.O. KOSMOS** 'cross collection' and sustainable path by textile, leather and fashion components manufacturer Italian Converter, the **Eastman NAIA™** bio-based yarn is made from fully traceable and sustainably sourced wood pulp, **Filpucci's** responsible collections of pure contemporary luxury able to represent a new level of smart innovation linked to a transparent, sustainable and certified production and **Iluna Group's** precious smart laces.

Manteco presented the unique BiBye®, Woolten® and Project43® fabrics, together with the Next Generation of Recycled Wool, where sustainability perfectly combines with beauty. The company is a reference point for its special circular economy production system 100% made in Italy. Premium stretch fibre **ROICA™ by Asahi Kasei** presented its cutting edge



Supreme Green Cotton® by Varvaressos

ROICA Eco-Smart™ family, the multi-certified range of sustainable stretch yarns. **Supreme Green Cotton®** by **Varvaressos** is the new generation of smart cotton, granting sustainability from the cotton seed to the garment. It is certified, GMO-free, 100% traceable, water-saving cotton fibre harnessing an advanced satellite-powered drip irrigation system at the foot of Mount Olympus in Greece. **TINTEX** introduced “**WEME**”, a Naturally Advanced jerseys offer that represents a multifaceted world and the fully tested and award winning **Colorau®** Natural Dye commercial innovation, last but not least, **YKK** company’s founding philosophy is the ‘Cycle of Goodness’, meaning that corporate responsibility, transparency and respect for the world we live in define every business and management decision.

For the first time, SMART MATERIALS BANK, C.L.A.S.S.’ educational platform and samples’ e-shop have been presented in British Columbia. Like a seed-bank for a better future, it has been conceived as an inspirational source to allow brands, designers and researchers to discover and experiment with a fine selection of sustainable textiles, yarns and fashion components.

After Textile Exchange, C.L.A.S.S. World Tour 2019’s next pitstops are in New York, Amsterdam , London. Stay Tuned!

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C.L.A.S.S.

C.L.A.S.S. - the acronym for Creativity Lifestyle and Sustainable Synergy - is the global resource for smart material innovation, education, marketing and communication. The platform is an influential player promoting a new generation of smart values and agent of change in the fashion and textile business

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