

# WEAR ME FASHION



WHY  
SUSTAIN-  
ABILITY  
MATTERS.

Designers  
*TALK*

INNOVATIVE  
SUSTAINABLE  
FABRICS

*TREND  
REPORT*

The Saga of  
**SUSTAINABLE  
FASHION**



**Botto Giuseppe**

## A Truly International Approach to Produce a Wholly Natural, Sustainable, Ethical and High Quality Yarn

**SARA VOLPI VISITS MILANO UNICA TO GET A FEEL FOR THE FALL WINTER 2018-19 COLLECTION.**

As of today, 100% sustainable manufacturers in Europe haven't reached their apogee. The manufacturing sector has only started to have new sustainable initiatives bloom in 2017. Because of this, **Botto Giuseppe**, an Italian firm born in 1876 and specialized in the production of fabrics jerseys, yarns for knitwear, needlework, weaving and accessories has decide to expand its portfolio with the sustainable collection "Natural Fibra" in response to the current needs of society for sustainable yarns and fabrics.

The project started two years ago with the aim of pursuing more sustainable ways of sourcing wool and respecting both animals and the environment without any compromise on quality said **Silvio Botto Paola**, CEO of Botto Giuseppe. The company sources wool from sheep that haven't been subjected to mulesing and reared by Australian company **Congli** who are specialized exclusively in producing superfine wools and with who Botto Giuseppe has signed an exclusive contract precisely because they share the same corporate philosophy.

**Congli** also avoids soil impoverishment by applying "paddock rotation techniques"

and sources water for breeding and pasture directly from fresh water springs. Then, the production of yarns is made by Botto in their factory in **Tarcento (Friuli)** where they use renewable and sustainable energy like the hydroelectric energy produced by the local dam as well as vast



arrays of photovoltaic panels.

Last, but not least, the dyes used for the wools are the product of a strict selection process conducted by **Cradle to Cradle®**, an American certification, to guarantee

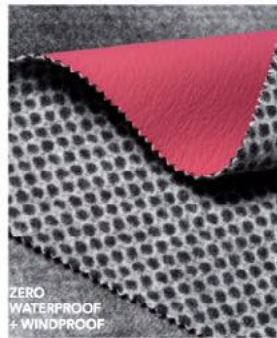
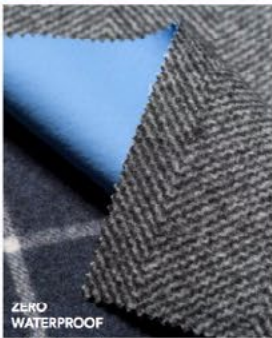
PHOTOGRAPHY COURTESY OF BOTTO GIUSEPPE EDITOR: CIRIE ALLARITTON TEXT: SARA VOLPI



#### MULESING-FREE WOOLS FOR THE KNITWEAR



#### ZERO LINE FOR THE ACTIVEWEAR



“Pink, the season’s key colour, takes on the whole dusty range of skin tones and strengthens into deeper clay and cold chestnut nuances.”

yarns that are totally sustainable, ethical, and completely natural.

The innovative application of wool into activewear has also been pursued by **Botto Giuseppe** and you can see the impact of this application in the **ZERO** line of fall-winter 2018-19 fabrics proposal. It suggests use for an urban environment as **cashmere wool, crêpe wool or raw cut felt** are combined with futuristic membrane technology for high performing garments. This **techno-wool** with its special finishes that allow for both performance and comfort has staked its claim for the rules of active and everyday wear.

A large amount of attention has also been paid to stretch fabrics, either natural or hi-stretch with detail paid especially to performance characteristics of the garments.

