



C.L.A.S.S invited to present dedicated ‘smart innovation education’ space at 10th Copenhagen Fashion Summit 2019

C.L.A.S.S ‘takes action’ and shares the very smartest textile and material innovations available globally today as part of a carefully curated space to be unveiled at the 10th anniversary of the Copenhagen Fashion Summit. This two-day event will take place from the **15th - 16th May at The Copenhagen Concert Hall**.

With education right at the heart of this unique presentation, **C.L.A.S.S** will share valuable insights and physical examples of some of the most sustainably responsible innovations available on the market today, empowering the next generation of designers as well as those from leading design houses, with the chance to experience first-hand how they might work towards a circular design economy.

Located within the Design Studio area, key members of the **C.L.A.S.S ACTIVATE** team will be on hand to share valuable insights gleaned from over 12 years of research and development within this area helping to provide visitors including new designers, start-up’s, and established designers with everything needed to make ‘smart’ choices that work vertically through the supply chain from merchandising right through to consumer facing communication campaigns. From trends, new R&D concepts, and the latest buzzwords, C.L.A.S.S has it covered.

The C.L.A.S.S EDUCATION PROGRAMME got underway earlier this year with a series of special C.L.A.S.S ACTION SESSIONS hosted in Milan, New York at CFDA and Amsterdam at FFG, The Copenhagen Fashion Summit marks the 4th and midway point of these sessions, and will be followed with a further three scheduled to take place in Madrid, Berlin and London*.

The action sessions fall under the umbrella of the overall C.L.A.S.S EDUCATION PROGRAMME targeted particularly at new designers, start-up brands, and those working across fashion supply chains and looks at how to actively foster responsible innovation, how to devise appropriate strategies to implement them, and most importantly how to communicate them in a way that makes sense and appeals to the modern consumer.

Visitors to the Copenhagen event will also be able to access the **C.L.A.S.S E-COMMERCE** textile collection, where new designers and start-up’s can purchase sustainably responsible fabric options in anything from 1m up to 50m; a vital resource for those planning sustainably friendly future collections.

As part of this dedicated space, **C.L.A.S.S** will present the **‘MATERIALS HUB’** showing swatches of the latest smart innovation materials, an initiative developed for this global fashion summit with the special support of its partners **Bemberg™** and **ROICA™ by Asahi Kasei**, and **TINTEX Textiles**. These special supporters are leaders in their fields and leading the way in terms of manufacturing and processes for a circular economy. From the unique ROICA Eco-Smart™ family of sustainable stretch fibres, and Naturally Advanced fabrics from TINTEX Textiles to Bemberg™, a new generational fiber made from bio-utility material demonstrating new traceable and closed loop processes now possible; this materials hub is one not to miss.

Two international industry names; **Wolford** and **Napapjri** will join the C.L.A.S.S space with selected garment pieces representative of three different ways to be ‘smart’.

Wolford, renowned for its exceptional European Skinwear including legwear, lingerie and bodywear, is the world’s first and only company in apparel and textiles to hold two certificates stating that they are Cradle to Cradle Certified™ at GOLD Level. They have reached an ambitious corporate goal to be certified for both biological and the technical cycles.



In September 2018 Wolford launched the very first products created for the biological cycle; the Aurora Leggings and Pullover that were followed by a Top and a Shirt in February 2019. Their unique power is that by harnessing the properties of Lenzing Modal®, infinito® by Lauffenmühle together with the special ROICA™ premium stretch by Asahi Kasei and adapting their production processes accordingly, garments can be fully biodegraded at the end of the clothing life cycle. Wolford is able to close the the loop by composting these pieces into biogas which is used at their production facility. It creates organic soil matter that goes back into the Earth, adding vital nutrients and improving soil health.



Aurora line by Wolford with ROICA™

Wolford's second Cradle to Cradle Certified™ at GOLD Level certificate for the technical cycle also paves the way for future design options thanks to the use of a special polyamide. The Econyl® yarn made by Aquafil, which is regenerated from oceanic fishing nets and other nylon waste, is mixed with the ROICA™ by Asahi Kasei premium stretch fibre which allows development of a huge variety of styles. Wolford will keep the cycle running and have zero waste. 2020 is set to be a special year for Wolford as it will launch its very first legwear designs using this specially created technical cycle.

Napapijri asserts its commitment to nature and animal welfare by presenting a selection from its digitally knitted 'Ze-Knit Collection, which is created using a single, dope-dyed thread. By adopting this type of manufacturing, the brand shows how it is possible to reduce the amount of raw materials, water, and chemical dyes employed in the production process. The brand will also showcase its down- and fur- free Superlight Skidoo Parka, whose technical features include Napapijri's own Thermo-Fibre™ padding, ultrasonically sewn seams and four-way stretch fabric.

For further information, please contact:

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ABOUT: C.L.A.S.S. (Creativity Lifestyle and Sustainable Synergy) - Leading the way since 2007, we are a unique multi-platform HUB based in Milan specialized in integrating a new generation of eco values into your fashion and home product and company. These new values are needed to speak to a new, smarter and contemporary conscience consumer. C.L.A.S.S., founded by Giusy Bettoni, introduces a new way of design thinking that represents a shift in culture, which enables your business to be competitive and socially innovative.

The Copenhagen Fashion Summit is a non-profit organisation, which has established itself as the world's leading business event on sustainability in Fashion. C.L.A.S.S has worked closely with the organisation since its inception, providing all the fabrics for the first sustainable catwalk, as well as having worked on key areas of the manifesto for collective action.

NOTES TO EDITORS:

Further Information C.L.A.S.S Copenhagen Fashion Summit 2019 show sponsors:

Bemberg™ by Asahi Kasei, is a one-of-a-kind, matchless and original, new generation material made from the smart-tech transformation of cotton linter bio utility waste, converted through a traceable and transparent closed loop process. Made in Japan, Bemberg™ also delivers on laboratory verified end of life options, and a finalized LCA study, signed by ICEA. Today an INNOVHUB report confirms that Bemberg™ filaments disintegrate at 100% and that Bemberg™'s very low concentration of hazardous substances complies with the limits specified by the UNI EN 13432. This important step builds and confirms a new quality profile that helps define Bemberg™'s more responsible position today, and to also measure the smart improvements for tomorrow. It is a unique and contemporary innovation designed for beautiful fashions everyday. Bemberg™ is cool and sensual with a unique, supple drape. It is antistatic and breathable while its soft versatility make it perfect for The Modern Wardrobe fashions, athleisure and everyday casual wear. Asahi Kasei also offers the market a unique family of advanced fit stretch yarns. Branded ROICA™, they are designed to improve and shape the way we live better today. Bemberg™ is Asahi Kasei's brand of regenerated cellulose fiber, Cupro.



ROICA™ "Advanced fit for living", a premium stretch fiber with an innovative range of smart functions to suit every Modern Wardrobe need. ROICA™ shapes comfort with quality, performance and fit, adding value with values to everyday living for sport, intimates, fashion and business wear. ROICA™ is made by Asahi Kasei who also offer a range of yarns, marketed as Cupro, that is truly unique and is designed to confer a cool, supple drape with an exquisite sensual silk-like touch. ROICA™ is a registered trademark of Asahi Kasei Corporation.

TINTEX TEXTILES, S.A.: *Founded in the Porto region in 1998, TINTEX has become a leading contemporary fabrics innovation maker of Naturally Advanced, smart and responsibly crafted jersey fabrics designed to activate the contemporary fashion, sports and lingerie markets. TINTEX amplifies and grows an eco-sustainable strategy for all its production, investments and fabric innovations, and spread this message of change, best practice and influence throughout the contemporary textiles fashion system TINTEX DNA for better, smarter eco-materials with new levels of performance and hi-tech smarts. This is thanks to a first class expertise in people combined with specialist dyeing and finishing techniques, coatings and applications that use the latest research, equipment and processes to deliver it. TINTEX is making Naturally Advanced and dynamic product where trust, values, skills and smart manufacture is delivered through precision creativity and flexibility to its customers looking to make naturally better choices*

Further information on Future C.L.A.S.S ACTION sessions:

C.L.A.S.S ACTION sessions are designed to arm key players of the future with more detailed information on the importance of adoption and integration of materials into fashion collections, combined with an introduction to the circular economy.

Forthcoming sessions*:

Madrid, May 22nd in partnership with Ecoalf

Berlin, June 4th in partnership with Ecoalf

London, Date TBC