



METALBOTTONI

The Elements of Italian Style

Metalbottoni strengthens its partnerships with northern Europe thanks to its green range.

*At Kingpins Show Amsterdam (24-25 October)
the new "Committed Accessories" dedicated to denim take centre stage.*

For the appointment with the exhibition dedicated to denim **Metalbottoni focuses on its new range of increasingly green accessories which have captured the attention of the northern European brands most attentive to sustainability** in the world of jeans and elsewhere. A range of proposals which, in recent months, has progressed remarkably, following the rules established by the corporate responsibility protocol called NO IMPACT.

This is a responsible approach underlined by the promise "Committed Accessories", but also **a strategic choice with a view to approaching those markets which so far have appeared to be most keen on the subject**, for example northern Europe, Benelux and the United States, California in particular. This means that Metalbottoni is acting with increasing assertiveness on those scenarios where it has been present for a long time, **in order to increase the segments depth**, intercepting new ones, **thanks to its wide-ranging eco-compatible proposal.**

NO IMPACT: "Committed Accessories" expanded



It is the constant search for sustainable innovation that reveals the extent of the progress made over the past few months by Metalbottoni. For the Kingpins Show exhibition, there are many novelties in store from the company, extending its range in terms of sustainability. Firstly, there is the new MONSTER line eco-processing, special for pure denim, which – apart from metal – includes new material solutions developed through high-profile collaborations.

Also the LEATHER ACCESSORIES line is extending its range of sustainable materials. **The line of tags and rear waistband labels is enhanced through interpretations based on two new eco-friendly materials:** recycled jacron and cork. For denim designed to be 100% green, also in accessories. Sustainable proposals are increasingly integrated throughout the Metalbottoni range, for example the new glossy and satin finishing developed for the line LABORA on exclusive metal accessories.

Partnerships with brands from northern Europe: Bik Bok and Kings of Indigo



One of the most important **collaboration in sustainable fashion is the one with the Norwegian brand Bik Bok.** The brand that was founded in 1973 dedicated to young women, today offer accessible trend driven fashion through a network of over 200 single-brand stores in Norway, Sweden, Finland and Austria. **The brand has since 2017 chosen to use only BCI (Better Cotton Initiative) certified cotton** for their in house premium denim brand Never Denim. **For Never Denim Metalbottoni has realized a series of jeans buttons and personalized rivets, all entirely produced according to the NO IMPACT protocol;** which means recycled raw materials, no use of chemical agents, through processing and machinery that minimize the use of water and electricity, resulting 100% from photovoltaic panels.

All these features are part of a capsule developed for the new AW 2018 collection for Never Denim entirely made with Fair Trade certified cotton. Thanks to this project, the No Impact becomes an integral part of a collection that is aimed at a very large, young and aware public.



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Another important brand which has chosen the new NO IMPACT metal accessories is Kings Of Indigo, the Dutch denim mill which is presenting top-quality jeans, inspired by traditional American style, combined with Japanese attention to detail, which today has as many 250 authorised dealers in 12 countries, with a very strong focus on northern Europe.

More and more sportswear for the new Monster SS 2020 collection



The great Metalbottoni classic dedicated to denim confirms the trend of strongly merging with the world of sportswear. The MONSTER line introduces the style developments of the SS 2020 season, with the range being more and more influenced by technical and sports interpretations, alongside sustainable production processes based on the NO IMPACT protocol. **The new MONSTER proposals include items made of non-metal material, using sustainable processes, of natural origin and 100% biodegradable**; these accessories are similar in appearance to traditional polyester, interpreted in a responsible way, developed through a series of special and unique effects.

Also the button, rivet and small plate range has been restyled, having always been the core of the MONSTER line. Today the number of solutions available increases thanks to new vintage finishing, developed on metal accessories, which are also totally green.

“The denim world is moving in a clear direction: that of sustainability.” **says Maria Teresa Ricciardo, Creative Director at Metalbottoni**, “This is true in particular for some markets, which are strategic for us, and where we are proving increasingly successful, thanks to constant product and process research from a green perspective, which Metalbottoni today is able to offer within the framework of the NO IMPACT pathway which we have been pursuing for a long time”.

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