



It feels so precious.

## Bemberg™'s 2020 kicks off with a world tour focusing on sustainable innovation and premium collaborations

December 2019 – Bemberg™, the Japanese brand of regenerated cellulose fibers is set to fly to some of the most cutting-edge global destinations on planet Fashion to present its ultimate collaborations with leading players along with some of its ultimate collections. An intensive roadmap and warm up to *Première Vision* (Paris, February 17-19) where the company, for the first time, will double its presence debuting new collections and collaborations.

The rich programme highlights the adaptive and multitasking nature of Bemberg™'s high-tech and sustainable range of premium yarns. First appointment of the year is *Pitti Uomo* in Florence, Italy, Jan. 7-10. The company then joins *Première Vision NYC*, Jan 21-22, and *ISPO* in Munich, Jan. 26-29. Each participation is set to unveil how the company's product can become that extra premium ingredient adding eco-technology to fashion collections and textiles in different product categories, ranging from the contemporary man's wardrobe to sportswear and athleisurewear as well as luxury linings and home wear.

Bemberg™ is made from a cotton linter bio-utility material, a natural derived source, and a truly unique one in the smart fiber arena that doesn't deplete forestry resources. The company by leading materials manufacturer Asahi Kasei is the sole maker of one-of-a-kind, matchless, high-tech natural fibers with a unique touch and feel as well as unique performances such as moisture control and is antistatic.

### **Pitti Uomo 2020**

*January 7<sup>th</sup>-10<sup>th</sup>, Florence – Italy.*

In Florence, Bemberg™ supports the new generation of Italian Sartorial Style. The company presents an 8-pieces fashion collection commissioned-to and developed-with students of the renown *Scuola Triennale di Alta Sartoria Maschile dell'Accademia Nazionale dei Sartori* in Rome and the premium lining producers *Brunello s.p.a.*, *GIANNI CRESPI FODERAMI S.p.A.*, *MANIFATTURA PEZZETTI s.r.l.*, *TESSITURA Marco Pastorelli s.p.a.* as well as with prominent lining manufacturers. "We couldn't have started the new year in a better and most promising way!" Says Kazuki Morise, Sales of Bemberg™.

## Première Vision NYC

January 21<sup>st</sup>-22<sup>nd</sup>, New York, NY-USA.

Bemberg™ presents fabric innovations and collaborations with fashion brands from the US and beyond. *“On show in New York there is the whole process of sustainable fashion making,”* explains Junshu Furusawa, Sales of Bemberg™. *“Indeed, through these fabric suppliers, we will be showcasing also new premium brand fashion range adoptions and collaborations with leading brands.”*

## ISPO 2020

January 26<sup>th</sup> – 29<sup>th</sup>, Munich, Germany.

“When you think about sportswear, high-tech innovation comes to mind. That’s why we couldn’t miss ISPO fair.” Says SHUNSUKE SATO, Manager Bemberg Division at Bemberg™. The company presents new textile collaborations with SIDONIOS, TINTEX Textiles, ZUE and Matias & Araujo.

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#### About Bemberg™

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 pre-consumer material, 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 / Bemberg™ is the brand name of the regenerated cellulose fiber Cupro, produced only by Asahi Kasei.

Bemberg™ is also partner of C.L.A.S.S.

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.