



WSM FASHIONREBOOT MILAN, 11 | 12 JANUARY 2020 THE FIRST EVENT FULLY DEDICATED TO SUSTAINABILITY AND INNOVATION IN FASHION

**A PROJECT OF TRUE COLLABORATION AND SINERGY INVOLVING BOTH THE ISTITUTIONS
AND THE TOP PLAYERS ON THE FASHION AND SUSTAINABILITY PANORAMA.**

On occasion of the menswear fashion week, **on 11th and 12th January 2020 at BASE Milano** (partner of WSM Fashion Reboot), WHITE relies on **sustainability** with **WSM Fashion Reboot**, an event organized thanks to the support offered by **MISE** and **ICE – Agenzia**, the partnership with **Confartigianato Imprese**, and the **aegis of the Municipality of Milan**. The first event dedicated to **sustainable innovation and fashion design**, aiming to act as a bridge connecting the different forms and cultures of sustainability with the market as well as the end-users. The project tackles the theme in a **systemic, holistic and propositioning** way, so as to give a voice to the several stakeholders that have long been working to transform the current environmental and social crisis into our best opportunity for progress. Synergy and interaction are the keys to understanding WSM Fashion Reboot, a project including installations, displays, happenings and a rich calendar of activities and workshops to engage both the insiders and the citizenries of Milan. The goal is to promote real change, thanks to a factual collaboration, resulting from a collective effort. The project stems from the **synergy between Camera Nazionale della Moda, WHITE, CBI Camera Buyer Italia**, which, with **Confartigianato Imprese** aim to launch a new fashion paradigm in Milan. An important initiative spearheaded by WHITE to enhance the role of Milan on the worldwide scene through a clear-cut goal: becoming the first and foremost unmissable appointment dedicated to circular and sustainable fashion. Innovation and research, aiming to sustainable development in the fashion system, are the elements connecting a variety of projects. On this topic - to celebrate the **20 years of Camera Buyer Italia** during Milano Moda Uomo - CBI, WHITE, Camera Nazionale della Moda Italiana and ICE are launch **#FashionForPlanet**, two days dedicated to sustainability, from the perspective of the fashion buyer. The initiative foresees two days of roundtables with a variety of panel speakers, as well as a digital work by **Felice Limosani** narrated by actor **Alessandro Preziosi**, which, from an artistic perspective invites to reflect on environmental issues.

“The support to WSM Fashion Reboot – underlines ICE’s President, Carlo Ferro – is in keeping with Agenzia ICE’s consideration for small and medium-sized businesses, their ability for innovation, their workmanship and their commitment in terms of sustainability. On these topics, with WHITE, we have drawn up a specific plan consisting of transversal initiatives to back growth and promote innovative start-ups internationally. Thanks to a targeted scouting of brands and designers, whose main objective are circularity and sustainability, innovative collections dedicated to the new technologies in the textile industry and sustainable fashion will be premiered in Milan.”

This edition of WSM Fashion Reboot has involved some of the most authoritative names in terms of sustainability: the main partners are **Fashion Revolution, Cittadellarte Fondation Pistoletto, Milan’s Polytechnic, the Municipality of Milan**, which has always and actively supported WHITE’s projects. WSM Fashion Reboot, in partnership with Cittadellarte Fondation Pistoletto, support the **Sustainable Development Goals** approved by the **United Nations’** leaders in 2015. Among the other institutions

involved, the **Ellen MacArthur Foundation**, which, for the project *Make Fashion Circular*, gathers the leaders of the whole sector to further circular economy in fashion. The project represents the natural evolution of WSM Fashion Reboot, which, since the very onset, has promoted a focus on sustainability. The **S (for Sustainability) of WSM Fashion Reboot** has now taken centre stage, with a message focused on fostering innovation and research and, ultimately, sustainable development.

WSM Fashion Reboot is curated by **Matteo Ward**, co-founder of the brand *Wråd* and artistic director of **GIVE A FOKus**, **WHITE's sustainable** hub that goes on to develop **this asset also in the womenswear edition, from 20th to 23rd February 2020**. The themes on the table range from water to chemicals, from climate change to the textile supply chain (relationship between fashion and society), themes that are systemically and clearly laid out by players from various sectors (e.g. institutions, private sector, art, culture, etc.), so as to act as a bridge between sustainability cultures and end-users. In line with **GIVE A FOKus**, the themes on the table are: the relationship between fashion and water, fashion and chemicals, fashion and fossil fuels, fashion and waste management (circular economy).

So **Matteo Ward**, creative director of the project: *"This edition of WSM Fashion Reboot goes to show that we are ready for the activation of multi-stakeholder partnerships, which are necessary to trigger a real process of sustainable development and systemic revolution. An event illustrating how design can and must become a tool to meet society's real needs"*.

*"With these new projects – explains **Massimiliano Bizzi**, - WHITE once again shows its courage to design a truly innovative event that looks to the future of our sector. Our goal is to turn WSM Fashion Reboot into a reference point for all those businesses, institutions and individuals that promote projects aimed at sustainability. Through this first edition we will show that, although sustainability is a relatively recent topic, there is already an extremely rich and diversified panorama of environmentally conscious large, small and medium-sized businesses. WSM Fashion Reboot provides a down-to-earth insight into sustainability, going from raw materials to finished product, and innovative start-ups. All this has been made possible thanks to the precious support of ICE - Agenzia"*.

The format of the event is structured in such a way as to be inclusive and accessible, starting from a deep dive into the culture of sustainability. A pioneering example was **Salvatore Ferragamo**, who, when he had no access to new raw materials, came up with an innovative way to make use of the scraps from his territory (fishing nets or cork). This should be the bedrock of circular economy. Today, also thanks to this example, we can look to the future, moving ahead with innovative start-ups, brands or small or medium-sized businesses that are radically rethinking their business model and generating functional products, so that their output is in keeping with the needs of the planet.

Salvatore Ferragamo Museum and **Fondazione Ferragamo** partake **for the first time, in Milan**, in WSM Fashion Reboot with a section of the show **Sustainable Thinking** currently staged in the museum Florence, with a display on the ground floor of BASE Milano (Ex Ansaldo) of a selection of exclusive models by Salvatore Ferragamo illustrating his innate passion for experimentation with the poorest materials, materials that had never been used before to make footwear: paper, the bark of the tree, raffia, fish skin, cellophane.

Salvatore Ferragamo often used natural products, bearing in mind the wellbeing of the person, like the famous cork wedge, made from the bark of a tree widespread in the Mediterranean area. This is the teaching Ferragamo has gifted us with: every material, also the humblest and seemingly not suited for the luxury industry can be creatively and inventively altered, when ideas as to how to use materials are propelled by limitless technical and innovative flair. Beside this section dedicated to the pioneering models by Salvatore Ferragamo, a multimedia and interactive room offer a true full immersion in Sustainable Thinking, thanks to contributions by and interviews to several personalities on their idea of circularity.

"Sustainability is today a "trendy" topic that aims to overcome the boundaries of the production methods to grant greater care for the environment as a whole: from the energy used to the amount of waste, from the choice of raw materials to workers' health. It is becoming more and more essential to foster consciousness, so as to generate a change in our way of thinking, to make it more aware and shared, capable of elaborating new strategies for development and coexistence. Hence we have been very glad to accept the invitation to be part of this exhibiting project with a space dedicated to Sustainable Thinking, currently

on at Museo Salvatore Ferragamo in Florence, and to contribute with some legendary models by Salvatore Ferragamo, vital part of the maison's DNA" – states **Stefania Ricci, Director of Museo Salvatore Ferragamo and of the homonymous Foundation**. Sustainable Thinking and the work of Salvatore Ferragamo is also celebrated by a dedicated immersive installation by Drawlight.

The surprises do not end here. From the show curated by Fondazione Ferragamo on the ground floor, to the first floor of BASE Milano, where an eclectic scenario awaits the visitors: textile businesses like **Candiani Denim, Canepa, Albini Group, Orange Fiber**, to mention just a few, **fashion labels and leading-edge designers like Vivienne Westwood, Bethany Williams, Boyish Jeans, Gilberto Calzolari, Selfi, Aagè**, brands like **Paul&Shark, Neubau Eyewear, Regenesi** (one of the first agencies to regenerate recycled materials to give them a second chance), down to a selection of **innovative start-ups. Vivienne Westwood**, one of the last independent brands worldwide, is present at WSM to promote their cultural message for the sake of ethical and sustainable fashion.

The active involvement of different individuals, all authoritative in terms of sustainability, has allowed to gather a unique selection of designers and consolidated brands, ranging from apparel to accessories, down to beauty. **Cittadellarte Fondazione Pistoletto** is furthering its collaboration with WHITE by bringing to WSM Fashion Reboot a remarkable selection of creatives: **Tiziano Guardini, Flavia La Rocca, Bav Tailor, Silvia Giovanardi, Blue of a Kind, Yekaterina Yankova, ACBC** (innovative footwear), **Officina+39, Juan Carlos Gordillo and Laura Meijering** with the label **Unravelau**. Thanks to the presence of **A New Awareness**, non-profit collaboration project that involves universities, media, non-government organizations, industry and the civil society, three international talents, **Helen Kirkum, Awareness Infinitum and Corrina Goutos**, are partaking too.

From **Peru**, for the first time in Italy, the two excellences **AYNI and Sophia Lerner**, while **Fashion Revolution** promotes the open studio workshop/format with **Abitario, Larissa Von Planta and Patrick McDowell**, which showcase a special embroidery technique on cloth. Among the other workshops that deserve a mention, **Corrina Goutos** shows how she creates jewels and accessories from recycled headsets.

Thanks to the **THE SUSTAINABLES** (showroom+agency) - the world's first showroom and agency of sustainable brands organized by Maria Masliy and Hanna Shvets, there will be a special display area with international brands to show different visions of sustainability. For the first time THE SUSTAINABLES showcases in Milan, choosing the strongest designers in terms of sustainable approach and innovations. Sustainable principles include control of supply chain with transparent logistics.

Even the garments' showcase is held in the name of sustainability thanks to the sustainable mannequins supplied by **ABC Mannequins**, a leading company in the creation and production of mannequins, that since its inception has focused on values such as design, craftsmanship, sensitivity for the environment, multiculturalism.

The Royal Embassy of Denmark is glad to collaborate with WSM Fashion Reboot for the first event fully dedicated to sustainability at the next edition of Milan's Fashion Week in January 2020, showcasing a selected collective of Danish designers, who have decided to harness their creativity to generate sustainable fashion, in line with the current priorities of the newly elected Danish Government. This initiative represents an important step in the right direction when it comes to promoting greater care for the safeguard of the environment and for the social conditions of all the people working in the fashion business.

President **Giuseppe Mazzarella, Delegate for Internationalization at Confartigianato**: *"At WSM Fashion Reboot 2020 we rely on teamwork to make the quality of the Made-in-Italy win. The collaboration between Confartigianato, White, Camera Nazionale della Moda Italiana and Camera Buyer Italia leverages the best and most energetic Italian fashion enterprises to consolidate our leadership internationally"*.

Confartigianato, great association of small businesses, is proud to represent in this new challenge the know-how and the excellence of 79.000 Italian fashion craftsmen and small businesses, which employ 372 thousand people and export products

for a value of 10,3 billion. Creativity, tradition, design, research innovation, sustainability are our motto to keep on growing both on the national and international markets”.

WSM Fashion Reboot also stages **an important focus on innovative start-ups**, ranging from fashion to services, like **Lablaco**, which promotes circular fashion shopping, **Archilabcosmetic** dedicated to beauty and **1Trueid** app, which focuses on traceability. On top of that, the space dedicated to **WSM SMART Contest** “Sustainable Manufacturing and Responsible Innovation Technologies”, an initiative organized by WHITE and coordinated by **Francesca Romana Rinaldi** to enhance the start-ups that offer sustainable products and services to revolutionize the fashion system by implementing responsible innovation. Among the 20 selected to partake in WSM Fashion Reboot, 10 will be awarded during a special event on 11th January (2.30pm-5pm). The finalists will be assessed by a jury of opinion leaders, buyers and journalists, who will announce 2 winners. The event on 11th January will also represent a chance to present the book **“Fashion Industry 2030”** with author **Francesca Romana Rinaldi**, professor at Bocconi, **Matteo Marzotto**, President of Dondup and **Matteo Ward**, co-founder and CEO of Wråd, as authors of the preface and afterword of the book published by Egea – Bocconi University Press (2019).

Education-wise, the School of Management of Milan’s Polytechnic stages at WSM Fashion Reboot an Interaction Hub, an open-day event to present the undergraduate and master courses on sustainability launched by 10 prestigious academic institutions, based on a multidisciplinary perspective. The project will show how research, science and training can be harnessed as tools to drive change.

“Interaction Hub has been launched to share skills and academic experiences, and above all to enable the citizens, the students and all those who are interested in the issue, to understand how, where and to what extent sustainability must be studied, explored and learned”, so Hakan Karaosman, researcher at the School of Management and creator of the initiative.

WSM Fashion Reboot rather than a display of products, aims to be **a manifesto to explore projects** that is enhanced through a bespoke setup – the white brick – a true blank page, the expression within a space of the ideas, values, creativity and goals of all the partners of WSM Fashion Reboot, sharing a common goal: triggering positive change with a focus on transparency, innovation and social design. A rich calendar of activities with talks and workshops held by key opinion leaders on the topic of global sustainability. WSM Fashion Reboot contributes to expanding Milan’s role and mission on the global scene to respond to the other capitals of fashion with a specific plan under the banner of ethical growth.

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