



**INTERNATIONAL EXHIBITION
OF YARNS AND FIBRES**
FOR WOVEN AND KNITTED FABRICS FOR
APPAREL, FURNISHING AND TECHNICAL TEXTILE



At Filo C.L.A.S.S. weaves new sustainable paths

The international eco-hub C.L.A.S.S. is the protagonist of one of the “Dialoghi di Confronto” which take place in the Networking Area of the 58th edition of Filo. The appointment is for the **15th of September at 11.30** with the talk “Greenwashing: let’s learn to communicate our values!”, led by Giusy Bettoni, CEO of C.L.A.S.S.

Giusy Bettoni herself explains the contents of the talk: “Story making without story telling is greenwashing. Story telling without story making is greenwashing. The yarn is the real starting point of the whole system. Communicating its real sustainability is the weapon against the scourge of greenwashing and misinformation but also the winning tool to gain a real competitive advantage in the market. Only with an accurate and factual narrative of the primary ingredient can we add value to next-generation fashion.”

C.L.A.S.S. is at Filo not only through the “Dialoghi di Confronto”. At the D8 booth, C.L.A.S.S. presents smart materials and tells its story by introducing its services to support companies on their sustainable journey, from responsible innovation to smart materials, from processes, certifications and measurements to marketing and communication activities.

We are looking forward to welcoming you at Filo on the 14th and 15th of September 2022, at Allianz MiCo - Milan!

Biella, September 2, 2022

Press and Communication Office
EA Team Elena Aravecchia
Via Muratori 55 – Milano
Tel.: 3396473377 - 3683087865
e-mail: press@filo.it
www.filo.it

Organized by



via Torino, 56 - 13900 Biella (BI) - Italy
Phone +39 015 8483271 - Fax +39 015 403978
www.filo.it - e-mail: info@filo.it

