



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

Filo & C.L.A.S.S: big news in the window on responsible innovation

The partnership between Filo and C.L.A.S.S, the international eco-hub funded by Giusy Bettoni, is strengthening in the scope of creativity and responsible innovation. Big news for the 62nd edition of Filo where *'Sustainability from A to Z'* – the service created by Filo in collaboration with C.L.A.S.S which is addressed to the companies willing to orient themselves within the complex world of sustainability – brings new and original solutions for textile industry within the open window regarding responsible innovation.

During the 62nd edition of Filo, within the area reserved to C.L.A.S.S, innovative materials presented by some companies which have been selected by C.L.A.S.S and which meet quality and sustainability standards required by Filo will be exhibited. These solutions are particularly surprising for the ability to test and to envisage new applications for product that are already used in different scopes. But there's more: in the *'Sustainability from A to Z'* area, experts from C.L.A.S.S will be available to present the products to the audience, describing details and characteristics of products, being convinced that the best way to approach the concepts of sustainable creativity and innovation is starting from concrete examples, case histories which can inspire other companies.

'Sustainability from A to Z' service aims at offering to the companies a global vision on sustainability, which can be adequate to every single need: from the strategies to integrate sustainability in a business plan, to the real need for certifications, to environmental and end-of-life impact assessment, to the importance of ethics, to energy

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save; from responsible innovation to new generation communication, up to sustainability report.

Paolo Monfermoso, responsible for Filo, says that: 'In recent years, the collaboration with C.L.A.S.S has proven to be rich in contents, and it has been highly appreciated by Filo's participants. The synergy existing with C.L.A.S.S through *'Sustainability from A to Z'* enabled us to present to Filo's audience increasingly innovative textile products and solutions, which stirred up the curiosity and the interest of participants, sometimes also raising new research and studies. We have worked together with Giusy Bettoni to make *'Sustainability from A to Z'* not just an information point about tools, processes, and communication regarding sustainability, but also a space for concrete proposals of products resulting from responsible innovation. This choice perfectly meets with one of the main Filo's cornerstones: offering concrete solutions to actual problems faced by the companies. So that, we are particularly proud of having C.L.A.S.S with us along this process of information and awareness' raising of textile companies in relation to those issues linked to sustainable production'.

Giusy Bettoni, CEO of C.L.A.S.S, states that: 'The collaboration between Filo and C.L.A.S.S is based on the shared conviction that textile-fashion industry needs to create new generation values, able to face contemporary consumer's needs, looking for beauty, performance, and sustainable quality in the garments. Through *'Sustainability from A to Z'* we are going to explore the limits of responsible innovation, proposing to Filo's participants innovative products and textile solutions. We obviously continue to propose the process of information related to sustainability's issues, since it is increasingly necessary to support the companies in a difficult transformation of production model as the current one. For the 62nd edition of Filo, *'Sustainability from*

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A to Z' – carried out as a real window on responsible innovation – proposes excellent products, particularly innovative, traceable, transparent, made in full respect with the environment and people: I am sure that Filo's audience will appreciate ethics and style's contents.'.

The 62nd edition of Filo will be held on the 18th and the 19th of September 2024 at Allianz MiCo – Milan (via Gattamelata 5).

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