



It feels so precious.

Bemberg™ focuses on Smart Creation.

Premiere Vision, Smart Creation Area, Hall 3 Booth 16

In order to strongly highlight its deep commitment to responsible innovation, Bemberg™ strategically decided to exhibit within the Smart Creation Area, the key research and sourcing space for those looking for new generation of sustainable solutions.

For more than 80 years the story of Bemberg™ has shaped a new future for smart innovation through heritage, research, knowledge and expertise to deliver the new face of Bemberg™: an original material for modern living. Made by Asahi Kasei, the company is the sole maker of this one-of-a-kind, matchless, high-tech natural material, with a unique and precious touch and feel.

Here in Paris the company speeds up on its responsible profile and showcases the unique range of materials developed by its premium partners within the Smart Creation area, an informative, educational, visionary and multimedia space where exhibitors, designers, buyers and fashion brands can experience and truly visualize the progress the industry is making in terms of responsibility.

Bemberg™ is pleased to present a full range of new fabrics developed by manufacturers from around the world including

Ekoten, Euromaglia, Infinity, Ipeker, Jackytex, Lanificio Europa, Le tinto by Stylem, Sidonios Knitwear, TINTEX Textiles as well as the luxury linings from Brunello, Gi Tessil Foderami, Gianni Crespi Foderami, Manifattura Pezzetti and Tessitura Marco Pastorelli.



Bemberg™ Fabric by Infinity textile Industry



Bemberg™ Jacquard by Brunello



*Washable Bemberg™ Fabric by
Manifattura Pezzetti*

And through these fabric partners we have seen new premium washable **Manifattura Pezzetti's** developments that blend the preciousness of the Bemberg™ fibre with the ease of a washable item. A smart solution for the contemporary wardrobe.

Bemberg™ is made from a cotton linter pre-consumer material, a natural derived source, and a truly unique one in the smart fiber arena that doesn't deplete forestry resources.

And apart from the exquisite and precious touch of Bemberg™ fabrics today, you can also see the unique circularity of Bemberg™ from its source, manufacture and end-of-life credentials, supported by the **LCA** study, **signed by ICEA and** validated by **Paolo Masoni**, confirming a new quality profile and standard with a more responsible and unique position today. Full GRS certification, Oeko-Tex 100, ISO 14001, & Eco-Mark. Bemberg™ also has a new Compostability Certification. The Innovhub-SSI report confirms Bemberg™ filaments disintegrate at 100% value within the limits specified by the UNI EN 13432, point A.3.1 for disintegration in composting. Also, a new Ecotoxicity metric to EN 13432:2000 Annex E, the compost obtained from the Bemberg™ filaments according to ISO 16929:2013 revealed no ecotoxicity effect. The Bemberg™ filaments tested for heavy metals and other toxic hazardous substances and was found to comply with tests specified by the UNI EN 13432, for the substances listed in table A.1.

Contact

GB Network
press@gbnetwork.eu
tel. +39 0276018402

Bemberg™
Asahi Kasei Fibers Italia s.r.l.
Via E Cantoni 1
21013 Gallarate(VA), Italia
Tel:+39-0331-21-3716
Fax:+39-0331-70-5666

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.