### C.L.A.S.S. MANIFESTO

#### Smart Sourcing & Manufacturing
Focus on **TRACEABILITY, TRANSPARENCY** and **HEALTH** throughout your whole supply chain

- Make a **careful selection of certified smart ingredients**, fabrics, yarns and fibers, no matter if natural, transformed or innovative.

- **Consider alternative and sustainable sourcing** to be able to inject circular economy into fashion.

- **Re-think the art of manufacturing out of the box.** From smart machines’ performances, to dyeing, finishing and all logistics.

- **Tune with the ultimate frontier of innovation:** discover digital and visionary tools to communicate responsible fashion.

#### New Generation Communication

- **Story telling** must match the story making

- A clear, authentic and precise renewed **lexicon**

- Values are values only if properly communicated

- If you are not able to adequately communicate, your target won’t be able to make a choice on your sustainable achievements

#### Circular Business Models
**UNLOCK** new resources and ways to creation for a circular fashion system

- **UPCYCLE**
- **RECYCLE**
- **RECONSTRUCT**
- **GO ZERO-WASTE**
- **RE-DESIGN**
- **RESELL**
- **RENEW**
- **SWAP**

#### THE EVOLUTION OF SUSTAINABLE FASHION MUST BE MEASURED IN 4 DIMENSIONS

\[ F = D \times I \times S \times C \]

- **D** = Design
- **I** = Innovation
- **S** = Sustainability
- **C** = Communication

#### THIS INITIATIVE SUPPORTS THE PRESERVEATION AND SAFETY OF OUR OCEANS

- THERE IS NO SUSTAINABILITY WITHOUT KNOWLEDGE
- THERE IS NO SUSTAINABILITY WITHOUT MEASUREMENT

- WWW.CLASSECOHUB.ORG FB, IG, TW, LI@CLASSECOHUB

**CLASS** - THE RIGHT CHOICE TO MAKE FASHION SMARTER

ACTIVITIES ARE ALIGNED WITH THE SDGS, ESPECIALLY WITH