

## **Fibres derived from forests to create the most innovative clothing A sustainable fashion show in Perugia.**

Friday, the 23rd, in the National Gallery of Umbria, the launch of garments created by the students of the Istituto Italiano Design, in collaboration with PEFC Italy, will take place. The underlying theme is to produce a line of clothing made with fabrics obtained from forest raw materials.

Perugia, 19 June 2017 – Fabrics for clothing and upholstery derived from cork and eucalyptus threads; fabrics that guarantee silky softness and are fresher than cotton; cellulose fibers that protect against thermal stress; protective suits designed for firefighting operations; fabrics that resemble the most prestigious animal skins but are in fact obtained from Italian hardwoods and conifers; and the creativity of young designers, who are benefitting forests by showing that woodland heritage, Italian and European, can be transformed into a raw material for innovative products.

The garments, created from forest raw material, will be presented in Perugia on Friday, in a Fashion show that will provoke the fashion world to transform the design and clothing sector into an instrument to enhance the timber industry, and to simultaneously ensure that the final consumer takes an active role and provide testimony, simply by what they choose to wear.

The event takes place at 18.30 in the Sala Podiani, of the National Gallery of Umbria, a fashion show in the cultural heart of the city. To exhibit their creations, young designers from the Istituto Italiano Design, involved with the 3F project since last October, have dedicated the academic year to identifying and selecting innovative materials from forest origins, and have produced a fashion line under the brand PEFC, the most commonly-used standard of certification of sustainable forestry used in Italy and throughout the world.

“We started this project” – explains Antonio Brunori, Secretary General of PEFC Italy – “to demonstrate that the resources offered by our forests, often undervalued, are in reality much more versatile than we imagine. Furthermore, we want to make sure that the creation of new certified products leads to a growing demand for raw materials (like cellulose, fibres, cork, rubber, and other non-wooden forest products like mushrooms or tannins) and for certified semi-finished products (for example general products that come from forest origins).”

“DESIGN: YOUR FUTURE is the vision of the Istituto Italiano Design, perfectly fitting with the theme of eco-sustainability, because it is only with respect for the environment that we can ‘draw’ the future, and it is in this spirit that we joined the project,” says AnnaMaria Russo, the president of IID.

The need to augment the level of environmental sustainability of raw materials made in the production of clothing was highlighted in 2012, by the Italian Chamber of Commerce, in its “Manifesto of the Sustainability of Italian Fashion”: the document encourages the use of natural

and environmentally-friendly raw materials, along with the adoption of responsible management models throughout the whole fashion chain, for the benefit of the country's system.

To see the trailer for the fashion show: <https://www.youtube.com/watch?v=DgYCl9JwIbw>

Information:

---

Martina Valentini

PEFC Italia - Press Office

Mobile: +39.338.91.800.01 - Mobile mail: [pefcitaliaufficiostampa@gmail.com](mailto:pefcitaliaufficiostampa@gmail.com)

Skype me: [martina.valentini.com](https://www.skype.com/people/martina.valentini.com) - Messenger & private ph: +39.333.561.29.77

---

PEFC Italia Social

Facebook: <https://www.facebook.com/pefcitalia> - Twitter: @pefcitalia - Instagram:

<https://www.instagram.com/pefcitalia/>

Flickr: <http://www.flickr.com/photos/pefcitalia/> - YouTube:

<http://www.youtube.com/user/PefcPressOfficeItaly>

[www.pefc.it](http://www.pefc.it) - [www.ecodelleforeste.it](http://www.ecodelleforeste.it)