

Tollegno 1900

Tollegno, 11th June 2019

“NOW”: TOLLEGNO 1900 EMBRACES A NEW PHILOSOPHY OF SUSTAINABILITY AND CIRCULAR ECONOMY BASED ON THE REGENERATION OF FINE FABRICS

In keeping with its respect for and protection of the environment and its expertise in processing fine fabrics, Tollegno 1900 introduces a collection of garments made of 100% regenerated cashmere. “NOW” – the name given to the project, the acronym of “NO Waste” and a reference to the current trend of wanting to get things done quickly (now=straight away) - is based on the recovery of cashmere fibre used in existing garments and giving it a renewed value by reusing it to create new fabrics. “By recovering knitted garments,” explains Tollegno 1900, “yarn is regenerated that is suitable for producing clothing fabric which will be presented in a range of colours from black to blues, camel to mélange greys. Thanks to this “recovery” operation, it is possible not only to reduce the consumption of fibre, but also of the water and energy required to wash the raw material and eliminate the coarse fibres. A sustainable project throughout the procedure.

These fabrics have a compact surface, featuring sophisticated style and high quality. They are used for contemporary style coats and jackets which represent a functional lifestyle that is showcased by the Biella-based company, constantly involved in the quest for new fabric fibres that, in addition to inspiring the creativity of tailors and stylists, fully meet the needs of modern men who are seeking a sporty, elegant blend with underlying comfort.

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