



THE RE.CREA CONSORTIUM IS BORN

Venice, October 28, 2022 - **The Re.Crea Consortium was founded - with the coordination of Camera Nazionale della Moda Italiana - in August 2022, on a voluntary basis, by Dolce&Gabbana, MaxMara Fashion Group, Moncler Group, OTB Group, Prada Group, and Ermenegildo Zegna Group, to manage end-of-life textile and fashion products and to promote research and development of innovative recycling solutions.**

The project, presented on October 14th, was delved into today at the Venice Sustainable Fashion Forum organized by Camera Nazionale della Moda Italiana, Confindustria Venezia, Sistema Moda Italia and The European House - Ambrosetti.

The Consortium aims to respond in a timely manner to the European directive on "Extended Producer Responsibility for Textile Waste (EPR)" and the national implementing legislation on this issue, which is currently being finalized and coordinated by the Ministry of Ecological Transition. The six founding companies of the Consortium have been able to work together to create a common and concrete project, each contributing their own expertise.

The Re.Crea Consortium is also considering partnerships with both Italian excellences, in production and research and development, and international academic institutions in the field of research related to sustainability and innovation, with a particular focus on the topics covered by Re.Crea's activities:

- The DTech Lab is a on-campus innovation center at the Fashion Institute of Technology in NYC. FIT DTech serves as a bridge between Academia and Industry that engages faculty and students, solving industry problems with design and technology;
- the "Silkalb," an interdisciplinary research lab at Tufts University in Boston, which acts as an interface between technologies and the life sciences and studies materials, with the goal of providing innovations and solutions with a global impact through advances made in research on materials of natural origin, widely used and sustainable;
- the MIT Center for Collective Intelligence, which explores how people and technology can act collectively in pioneering ways.

The Re.Crea Consortium is always open to welcoming other companies from among the excellence of the fashion industry.

Carlo Capasa, as President of the Re.Crea Consortium, said, *"I would like to thank the brands that generously continue to work together on a crucial issue for our industry. Managing the entire life of products is a measure of the sense of responsibility that every manufacturer must have from the moment they create a garment. It is great that from the great high-quality brands associated with CNMI comes a message that will be central to the future of fashion."*

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