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## **COTONIFICIO OLCESE FERRARI**

### **2023 SS COLLECTION: SUSTAINABLE BY VOCATION**

*The collection for the 2023 hot season presented at “Filo” features yarns made from naturally eco-friendly fibres, such as organic cotton, merinos extrafine wool and flax, putting a strong emphasis on the green component. There is no lack of innovation either, with milk fibre combining sustainability and modern bioengineering techniques applied to textiles.*

Sustainability, regeneration, #zerowaste, environmental respect and conservation of the Earth's fundamental elements, starting from water: the 2023 *spring/summer* collection by Cotonificio Olcese Ferrari Spa was created and developed on these foundations, celebrating the use of natural, biological and eco products, while also lauding the results achieved by the Research & Development division of the company from Adro. A round-up of yarns based not only on pure organic or recycled cotton mixed with other naturally green fibres (bamboo viscose, extrafine merino wool, extrafine linen), but also on milk fibre as its prized element. The result is a very structured collection – “*Milk&Blends*”, “*Sustainable*”, “*All Seasons – Filoscozia*”, “*Fancy Blends*” – able to meet the needs of a market that is increasingly attentive to product origins, processing and performance.

*“This collection”, explains Matteo Felli, CEO of Cotonificio Olcese Ferrari Spa, “fully expresses the criteria of environmental sustainability and social responsibility that the textile sector is currently asking for at a global level. Our yarns are made using materials and processes with specific textile certifications, making them a consistent representation of our corporate business philosophy and our modus operandi, which are aimed at creating a virtuous circle that forms an ethical link between commitment and business. We have been pursuing circular economy practices for some time, primarily supported by the use of recycled and GRS certified fibres. In our plants, we have installed GRS certified lines that we use to manufacture recycled cotton yarns from internal spinning waste. A highly sustainable approach that does not, however, ignore innovation and experimentation.”*

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In line with this approach is milk fibre, a strong element in the new collection presented at the 56th edition of “Filo” (29 and 30 September/MiCo – Milano Convention Centre).

#### *Milk fibre: milk power*

Milk fibre combines the solid Italian tradition of spinning with the modern bioengineering techniques applied to textiles. It is pleasant in contact with the skin, has a soft and silky hand, gives the sensation that it nourishes the skin, is comfortable and has intrinsic properties that make it a one-of-a-kind product. It is hypoallergenic, breathable and temperature-regulating, with high antibacterial/bacteriostatic power (83.3%), as confirmed by a study conducted by the “Silk Experimental Station”, a significant set of features.

The wet spinning technology used to make it gives it its antibacterial properties: the zinc micro-ions present in the only solvent used release zinc oxide, which keeps the bacteria in check and gives the yarn its durability. Another point in favour of this fibre, which is made using a controlled process composed of various steps involving milk casein: after being separated from the whey and denatured, a range of amino acids are extracted from the main milk protein and are then added to an extrudable viscose solution. This is then extruded to create the milk fibre.

Cotonificio Olcese Ferrari has developed four product variants based on this fine raw material with good moisture absorption – **Milk** (100% milk viscose), **Milk Cot** (50% organic cotton and 50% milk fibre), **Milk Tencel® Micro** (60% Microtencel Lyocell and 40% milk fibre) and **Milk Wool** (70% milk viscose and 30% extrafine merino wool) – which offer great comfort in contact with the skin, ease of wearability and significant performance.

*“Milk Cot in particular”, continues Felli, “perfectly sums up the company’s two souls: one intent on innovation, as exemplified by milk fibre, and the other with an eye on sustainability, as represented by organic cotton, a key player in the Sustainable line.”*

#### *Sustainable in name and in deed*

*“Sustainable”* is the name of the family of yarns in the 2023 spring/summer collection, which features different organic cotton variants.

Yarns such as *Bio-Cotton* and *Bio Melange* (100% organic cotton), *Bio-Tresero* (100% gassed and mercerised organic cotton), *Recycled* (60% recycled cotton and 40% raw cotton) and *Veggy*, in which organic cotton (50%) is combined with bamboo viscose, stand out in particular.

*“Organic cotton”, continues Felli, “has the merit of being cultivated in accordance with the rules of organic farming, without the use of pesticides, fertilizers, weed killers and more than 1000 harmful substances commonly used in the production chain. This results in a yarn with a higher quality than cotton, while being softer than traditional yarn. The garments made from it are certified by international environmental and social protection organisations, as is the case with other natural fabrics, including, for example, flax, silk, hemp and organic wool.”*

The properties of organic cotton are further enhanced when combined with other fibres. When mixed with the Lyocell Tencel Micro FSC (**Bio - Melten** - 50% organic cotton and 50% Lyocell Tencel Micro FSC), for example, it becomes highly elastic, breathable, temperature-regulating and antimicrobial, shiny and soft to the touch, in addition to being comfortable and pleasant on the skin. Because of their fineness, Micro TENCEL™ fibres in particular also ensure high quality, making them perfect for making sports articles. And all this without forgetting sustainability, since they are among the most environmentally-friendly regenerated cellulose fibres in the world: not only is 99.5 % of the solvent used for extraction recovered, purified and reused for future extraction, thereby saving energy and water resources, but a small percentage of the waste produced is also decomposed in biological purification plants. A procedure that eliminates the need to dispose of the chemicals.

#### *All Seasons: timeless yarns*

They are not seasonal because they are transversal, able to meet the needs of those who choose them without any consideration of time: the yarns in the “*All season- filoscozia*” line are in keeping with this approach.

When making evergreen garments, there is therefore space for 100% makò cotton, offered in pure form (*Queensland, Vanity, Tresero, Tresero Country*) or mixed with other noble fibres such as extrafine merino wool (*Cotwool*), cashmere

(*Cashcot*), flax (*Tropical*), silk (*Vela*) and viscose. Viscose, the 100% version of which defines products like *Top* and *Angizia*, when combined with silk (10%) becomes **Nego**, a melange that lends itself to making super soft, caressable and shiny garments. Finally, featuring 90% viscose and 10% cashmere, is *Love*, whose name betrays its nature: loving because it is pleasant to the touch and contact with it is like a caress.

*Flamed, bouclè, crepe: welcome to the world of Fancy blends*

Viscose, extrafine flex, silk and recycled cotton are just some of the fibres that interweave to breathe life into the *Fancy blends* line. It is made up of 17 yarns in which the quality of the raw material combines with aesthetics to create visual effects that are full of charm. **Vikingo** is an example of this, 100% cotton, which is flamed to create a unique play of colours.

The patterns of the blends go beyond flaming, and speak the language of bouclè melange – *Nodino* (cotton and polyamide), *Safhir* (viscose and polyamide) and *Patmo* (viscose, polyamide and extrafine wool) - crepe melange (*Tuareg* and *Athos*), knobby melange (*Smart*, silk and cotton mix) and printed (*Bahia*). The Fancy Blends line does not neglect sustainability, with *Spritz*, a malfilè melange with 80% cotton and 20% GRS recycled cotton.

*The highlights of the collection*

**Milk Cot:** combines the best features of organic cotton (50%) – soft because its fibres are longer, hypoallergenic and more absorbent than those of natural cotton, with good breathability and long-term durability, aided by non-absorption of chemicals during cultivation – with the benefits of milk fibre (50%): pleasant in contact with the skin, with a soft and silky hand, intrinsically light and bright, and gives the sensation that it nourishes and hydrates the skin.

**Bio – Melten:** 50% organic cotton and 50% Lyocell Tencel Micro FSC, this yarn is highly elastic, breathable, temperature-regulating and antimicrobial, bright and soft to the touch, in addition to being comfortable and pleasant on the skin.

**Nego:** 90% viscose and 10% silk, a melange that lends itself to making super soft, caressable and shiny garments.

**Vikingo:** 100% cotton, a flamed yarn that creates a unique play of colours.