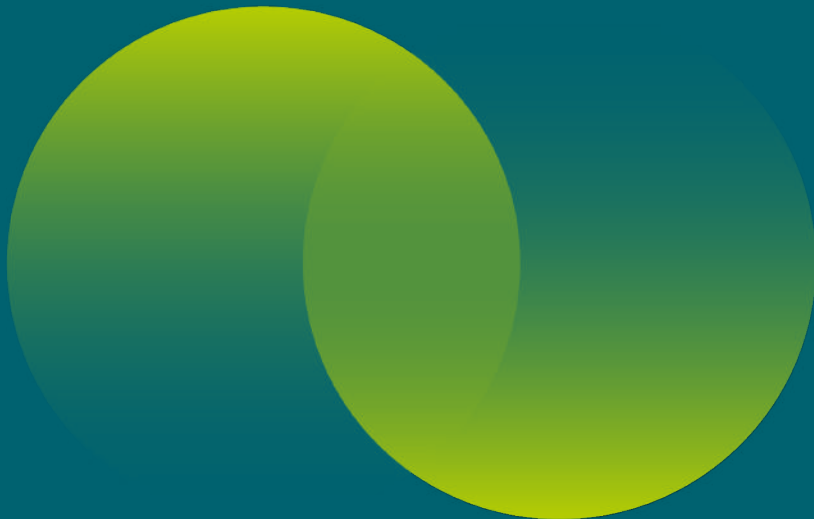


CNMI  
SUSTAINABLE  
FASHION AWARDS 2025



Teatro alla Scala  
September 27<sup>TH</sup> – 2025  
7.30 p.m.



IN COLLABORATION WITH



UN ALLIANCE  
FOR SUSTAINABLE  
FASHION



Comune di  
Milano

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# NOTES



Art and humanity as evolution of a story, a vision of the future between innovation and responsible thinking, virtuous figures who have been outstanding in their commitment to sustainability. In collaboration with the UN Alliance for Sustainable Fashion and with support from the Municipality of Milan, Camera Nazionale della Moda Italiana reveals the CNMI Sustainable Fashion Awards 2025 at an awards ceremony on Saturday 27 September at the Teatro alla Scala in Milan during the Milano Fashion Week®.

This year too, the process of selecting the award winners involved an independent international Jury made up of fashion professionals and other important figures in the sector. The ten awards that will be granted relate to important themes such as excellence in craftsmanship, climate action, human capital and social impact, circular economy and support for the new generation of designers.



## “SUSTAINABILITY IS A PIVOTAL VALUE FOR THE CURRENT AND FUTURE DEVELOPMENT OF MORE INCLUSIVE AND RESILIENT CITIES AND COMMUNITIES ALL OVER THE WORLD.

*That is the main reason Milan is working hard on environmental transition. We want to ensure citizens and all people visiting our city for business or pleasure have a positive experience of the services provided, including this perspective.*

*In recent years, Milan has implemented bold green policies. Investments in public transportation, bike lanes, and the measures introduced to reduce air pollution tell the world the green commitment of the city, for instance.*

*However, there is something more. Milan was able to involve both private and public companies in facing the environmental and climate challenges. And that has been possible, because sustainability is a universal value that no production sector can and should ignore, as Fashion Industry has long understood. The CNMI Sustainable Fashion Awards 2025 confirm and highlight this commitment and encourage the entire sector and supply chain to do more and better.*

*Since its reliable voice, Fashion Industry can play a key role in spreading a greater environmental consciousness among citizens and contributing to the cultural change that society needs on that matter. That is why most of the creations, products and pieces of garment realized by designers for big fashion maisons or emerging labels are inspired by green principles.*

*The 4th edition of the CNMI Sustainable Fashion Awards, promoted by the Camera Nazionale della Moda Italiana and the UN Alliance for Sustainable Fashion, is an important stage of the way.”*

**GIUSEPPE SALA**

Mayor of Milan



## “THE CNMI SUSTAINABLE FASHION AWARDS ARE A CELEBRATION OF COMMITMENT AND RESPONSIBILITY IN THE WORLD OF ITALIAN AND INTERNATIONAL FASHION.

*Our intention, with these awards, is to draw attention to businesses and personalities who have been outstanding in their vision and innovation, their promotion of crafts, circular economy, human rights, environmental justice and the safeguarding of biodiversity. Thanks to our illustrious Jury, our collaboration with the UN Alliance for Sustainable Fashion and partnership with The Bicester Collection and also to active participation on the part of fashion brands, these awards are a great opportunity to get together and share experience. They're an observatory, an open and inclusive workshop generating dialogue between all the players in the fashion industry. The stories we tell in the process of these awards are offered as inspiration. They are not the goal but rather the start of a journey to undertake with new awareness.”*

Camera Nazionale della Moda Italiana (CNMI) is a no-profit association founded in 1958 to represent, promote and support the values and development of Italian fashion in Italy and worldwide. Based in world fashion capital Milan, the Association represents around 220 Italian brands.

CNMI members include some of the biggest names in Italian fashion, such as Armani, Bottega Veneta, Dolce & Gabbana, Emilio Pucci, Etro, Fendi, Ferragamo, Gucci, Max Mara, Missoni, Moncler, OTB, Prada, Roberto Cavalli, Trussardi, Valentino, Versace and ZEGNA. Camera Nazionale della Moda Italiana members enjoy numerous services, as well as being able to take part in all the Association's events and activities.

CNMI's mission is to support the entire Italian fashion industry worldwide by maintaining institutional relationships and communicating our values and activities. One of the most important of our many initiatives is organizing the Milano Fashion Week®.

CNMI's operating strategy and development are based on the following pillars: Storytelling, Environmental and Social Sustainability, Education and Emerging brands, and Institutional and International relations.

**CARLO CAPASA**

Chairman, Camera Nazionale della Moda Italiana

## UN ALLIANCE FOR SUSTAINABLE FASHION



## "I AM GRATEFUL TO CNMI FOR REACHING OUT TO THE UN ALLIANCE FOR SUSTAINABLE FASHION AND FOR FORGING THIS COOPERATION."

*The United Nations alone cannot address the environmental, economic, and social challenges of unsustainable fashion without effectively engaging with stakeholders, in particular its member States and the private sector. This prize is a powerful example of different sectors in fashion coming together to recognize excellence and to showcase ideas and practices that can inspire the transformation of the entire industry towards sustainability."*

The UN Alliance for Sustainable Fashion is a coordination platform that brings together United Nations agencies to foster sustainability across the fashion and textile sector. The Alliance promotes collaboration, knowledge sharing, and joint action to reduce the industry's environmental and social footprint. Through collective initiatives, it supports responsible production and consumption, encourages circular innovation, and advances the protection of workers' rights. It also works to raise awareness among governments, businesses, and consumers on the urgent need to transform fashion systems in line with the 2030 Agenda and the 17 Sustainable Development Goals.

**PAOLA DEDA**

President of the Jury, Chairperson, UN Alliance for Sustainable Fashion and Director at UNECE







**“IT IS WITH SINCERE CONVICTION AND GREAT HONOUR THAT I TAKE PART, FOR THE FIRST TIME, IN THE CNMI SUSTAINABLE FASHION AWARDS AT TEATRO ALLA SCALA —AN OCCASION THAT HOLDS PROFOUND MEANING FOR ME PERSONALLY, AND FOR THE INSTITUTION I HAVE THE PRIVILEGE TO REPRESENT.**

*This event embodies values that La Scala proudly upholds: the pursuit of excellence, the safeguarding of Italian tradition, and a deepening commitment to environmental responsibility. As one of the world's foremost cultural institutions, we believe that the arts must not only reflect beauty and mastery but also speak to the conscience of our time. Fashion, like music and dance, is a powerful expression of identity, heritage, and vision. Hosting this ceremony within the historic setting of our theatre affirms the belief that artistic and creative excellence must be accompanied by ethical awareness—of materials, of processes, and of impact. The evening culminates in a performance by our ballet company, interpreting Maurice Ravel's Boléro choreographed by Maurice Béjart. This seminal work mirrors the collective energy and commitment required to drive change. We are honoured to contribute to this dialogue and to offer the stage of Teatro alla Scala as a space where culture and conscience converge.”*

**FORTUNATO ORTOMBINA**

Superintendent, Teatro alla Scala



## “BALICH WONDER STUDIO STRONGLY BELIEVES IN THE VALUE OF THE CNMI SUSTAINABLE FASHION AWARDS, PROMOTED BY CAMERA NAZIONALE DELLA MODA ITALIANA.

*Our creative approach supports this important commitment, with the aim of contributing to a better future for our planet.*

*For this edition, we envisioned a visual and sensorial journey in which every element — from light to scenography, from movement to materials — engages in a dialogue between heritage and innovation, nature and technology, art and humanity.*

*This vision comes to life through the world-class creative team of Balich Wonder Studio BESPOKE, our label offering a new approach to luxury and fashion — one that embodies the group's core values of artistic excellence, immersive storytelling, and emotional impact. These values perfectly reflect the significance of this project and the timeless prestige of Teatro alla Scala.”*

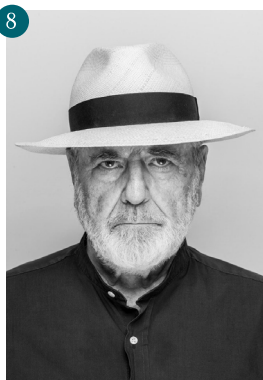
Balich Wonder Studio is a global creative powerhouse and a recognized leader in the field of live entertainment. Founded in 2013, the Studio designs and produces large-scale events worldwide across four divisions: Ceremonies, Special Projects, Brand Experiences, and BESPOKE — the label dedicated to luxury and fashion. Renowned for bold creativity and flawless execution, Balich Wonder Studio transforms ideas into iconic moments that generate emotional and cultural resonance, creating lasting value for brands, institutions, and audiences. Among its most prestigious projects, Balich Wonder Studio will realize the Opening Ceremony of the Milano Cortina 2026 Winter Olympic Games.

As part of the Banijay Group, the Studio operates globally through offices in Milan, Paris, Dubai, and Riyadh. Its multicultural team — over 280 professionals from 20 countries — makes it a benchmark of creative excellence on the international stage.

### MARCO BALICH

Board Chairman, Balich Wonder Studio

## JURY



**1 PAOLA DEDA**

CHAIR OF THE CNMI SUSTAINABLE FASHION AWARDS JURY.  
CHAIRPERSON, UN ALLIANCE FOR SUSTAINABLE FASHION AND DIRECTOR AT UNECE

**2 TENESHIA CARR**

FOUNDER & EDITOR IN-CHIEF, BLANC MAGAZINE

**3 SIMONE CIPRIANI**

DEAN AT MILANO FASHION INSTITUTE, SENIOR FELLOW RETECH CENTER – ÉCOLE  
DES PONTS, ADJUNCT PROFESSOR AT THE ECOLE DE MANAGEMENT ET IMPACT OF  
SCIENCES PO

**4 KERRY KENNEDY**

PRESIDENT, ROBERT F. KENNEDY HUMAN RIGHTS

**5 FEDERICO MARCHETTI**

CHAIRMAN OF THE SUSTAINABLE MARKETS INITIATIVE'S FASHION TASK FORCE,  
FOUNDER OF YOOX NET-A-PORTER GROUP

**6 CHLOE MUKAI**

HEAD OF ETHICAL FASHION INITIATIVE - ITC

**7 SAMATA**

CEO, BLACK PEARL

**8 MICHELANGELO PISTOLETTO**

ARTIST

**9 XENYA SCANLON**

LEAD UN FASHION4LAND INITIATIVE AND CHIEF OF COMMUNICATIONS, EXTERNAL  
RELATIONS AND PARTNERSHIPS AT THE UNITED NATIONS CONVENTION  
TO COMBAT DESERTIFICATION

# AWARDS

1

THE SFA CRAFT  
AND ARTISANSHIP  
AWARD

2

THE SFA  
GROUNDBREAKER  
AWARD

3

THE SFA  
DIVERSITY  
AND INCLUSION  
AWARD

4

THE SFA  
CIRCULAR  
ECONOMY  
AWARD

5

THE SFA  
CLIMATE ACTION  
AWARD

6

THE SFA  
BIODIVERSITY  
& WATER AWARD

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THE SFA  
HUMAN CAPITAL  
& SOCIAL IMPACT  
AWARD

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THE BICESTER  
COLLECTION AWARD  
FOR EMERGING  
DESIGNERS

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THE SFA EDUCATION  
OF EXCELLENCE  
AWARD

10

THE SFA  
VISIONARY  
AWARD

# 1

## THE SFA CRAFT AND ARTISANSHIP AWARD



## ABOUT THIS PRIZE

In the world of fashion and luxury, Made in Italy is globally recognized for its exceptional quality, authenticity, and distinctive aesthetic. Yet, the extraordinary skills and dedication of the artisans and technical experts behind these creations, especially in textiles and leather, often remain in the background.

For this reason, the Camera Nazionale della Moda Italiana has established the Craft and Artisanship Award, a recognition dedicated to brands and organizations that actively champion craftsmanship and highlight the value of technical know-how in the fashion industry.

The Italian fashion sector is supported by a network of over 55,000 small and medium-sized enterprises (SMEs), which make up approximately 65% of the national fashion industry, a proportion significantly higher than in other manufacturing sectors. A key pillar of this system is the strong presence of artisan businesses, employing more than 155,000 people, or roughly one-third of the country's fashion workforce. These artisans are primarily based in central Italian regions such as Tuscany, Marche, Emilia-Romagna, Umbria, Lazio, and in the Veneto region.

These companies form the foundation of Italy's luxury fashion excellence. Alongside France, Italy is uniquely positioned with highly specialised production districts that feed directly into the supply chains of leading fashion houses, preserving and evolving age-old manufacturing techniques.

Nominees for the award have been selected based on their active role in revitalizing existing materials, breathing new life into heritage manufacturing methods, and their commitment to preserving the cultural and technical legacy of Made in Italy. This ongoing dialogue between tradition and innovation strengthens the Italian fashion ecosystem, creating job opportunities while promoting cultural empowerment, sustainable development, and the long-term value of artisanal excellence.

# 1

## THE SFA CRAFT AND ARTISANSHIP AWARD



## CIVIDINI

### CRAFT AS INNOVATION. INNOVATION AS HERITAGE

Founded in 1988 by Miriam and Piero Cividini, this Italian knitwear brand has always championed innovation, research, and timeless sophistication. From the beginning, the founders reimagined knitwear by experimenting with modern silhouettes and pioneering superfine knits on circular machines.

Cividini's true essence lies in their deep mastery of yarn. They possess an intimate knowledge of fibers and their behavior, allowing them to push boundaries and explore new textures, depths, and chromatic variations. The stitch itself becomes a design tool: the brand has developed proprietary techniques that give each piece a distinctive three-dimensionality, transforming knitwear into expressive, tactile art.

From traditional cable knits to avant-garde stitches that challenge texture and form, Cividini's creations celebrate the infinite possibilities of a craft both ancient and contemporary. Their process is supported by a close-knit relationship with family-owned knitting laboratories in northern Italy, where skilled artisans infuse each garment with heritage, precision, and passion.

Sustainability is central to Cividini's philosophy. Since the early 2000s, the company has revived vintage hand looms from the 1950s, creating parts of their collections using only human energy. They use recycled yarns, maximize the use of each bobbin, and turn remnants into unique details. Their long-running B2B repair program extends garment life and fosters circularity. Today, they ensure full supply chain transparency through QR codes, sharing sourcing, certifications, and craftsmanship information.

Cividini's dedication to craftsmanship, fiber excellence, and environmental responsibility makes them a powerful example of Made in Italy's enduring relevance.

# 1

## THE SFA CRAFT AND ARTISANSHIP AWARD



## FABIANA FILIPPI

### HERITAGE IN MOTION

Fabiana Filippi was founded in 1985 in Giano dell'Umbria, a region where the tradition of knitting runs deep, passed down through generations since the post-war years. The brand was created by Giacomo and Mario Filippi Coccetta, together with Donatella, Giacomo's wife, and from the beginning, it has embodied the idea of knitwear as both an artisanal legacy and a vehicle for innovation.

At the heart of Fabiana Filippi's philosophy lies the belief that beauty stems from the land and its people. Their collections are made exclusively in Italy, primarily in Umbria, either in the brand's factory or in small, carefully selected workshops. These facilities rely heavily on manual skill and express the true soul of Made in Italy.

Since the 1990s, the company has invested in cutting-edge machinery to reduce industrial waste and energy use in knitwear production. The Fully Fashioned knitting system, inspired by lean manufacturing principles, minimizes textile waste, while optimizing pattern placements in tailoring by reducing raw material consumption. Sustainability is approached as an ongoing commitment: in 2012, Fabiana Filippi launched an energy-saving program including photovoltaic systems and resource optimization. Since 2014, all packaging, hangers and labels have been made from recycled or recyclable materials.

A major milestone in 2018 was the development of a "green field" logistics hub to centralize post-production processes, improving both quality control and energy efficiency. The hub features automated handling systems and a customized infrastructure tailored to the company's operations, further reducing the environmental footprint while supporting growth. In 2019, the brand partnered with the University of Perugia to conduct a GHG emissions analysis according to ISO 14064-1:2019 standards. This marked the beginning of a longer journey toward carbon reduction, starting from data collection and awareness. In 2021, Fabiana Filippi also launched a program to financially support its local supply chain and promote environmental protection in Umbria.

# 1

## THE SFA CRAFT AND ARTISANSHIP AWARD



## TOD'S

### TOD'S PASSPORT: TRACING THE FUTURE OF LUXURY CRAFTSMANSHIP

Rooted in the Marche region since the early 1900s, TOD'S is a global ambassador of Italian craftsmanship. From the vision of Filippo Della Valle, the brand has evolved into a symbol of Made in Italy excellence, celebrated for its artisanal quality, timeless design, and ability to blend heritage with innovation. Each TOD'S creation, be it footwear, leather goods, or ready-to-wear, is the result of meticulous manual work carried out by skilled artisans using premium materials and traditional techniques.

The company's commitment to craftsmanship extends beyond its products. In 2012, it established the Bottega dei Mestieri, an internal academy dedicated to training new generations in artisanal skills, ensuring continuity and revitalizing the technical knowledge that underpins the luxury supply chain. This investment in people strengthens Italian manufacturing districts and supports cultural preservation in the fashion sector.

TOD'S ongoing dedication to innovation and craft has recently found new expression through the launch of Tod's Passport, a cutting-edge Digital Product Passport (DPP) designed to elevate traceability and storytelling in the luxury experience. Introduced in 2023 with the Di Bag Custom Made and expanded in 2025 to the iconic My Gommio collection, the project was developed in partnership with Aura Blockchain Consortium and Temera, leaders in IoT and blockchain solutions for fashion.

Far more than a certification tool, Tod's Passport showcases the full journey of each handcrafted product. By scanning the NFC chip embedded in the shoe, customers unlock a world of content: origin of materials, the full seven-step production process, and even the names and faces of the artisans who crafted each piece. This immersive experience celebrates the human touch behind every detail, making craftsmanship visible and valued.

What sets this project apart is its complexity. Unlike many Digital Product Passports that focus on a single material, Tod's Passport spans hundreds of customization options, including materials, colors, and finishes. This requires a thorough traceability process that involves the entire supply chain. All the data is securely stored on Aura's private blockchain, ensuring transparency, authenticity, and trust throughout.

This initiative redefines the relationship between brand, artisan, and consumer. It brings the narrative of Made in Italy to life through innovation, honors the skill of the craftspeople, and ensures that their legacy endures in the digital age. Through Tod's Passport, TOD'S steps into the future of luxury while staying rooted in the values that made Italian fashion world-renowned.

# 2

## THE SFA GROUNDBREAKER AWARD



## ABOUT THIS PRIZE

A groundbreaking innovation is defined by its ability to deliver substantial advancements over existing solutions, whether through novel ideas, disruptive technologies, or creative integrations of current tools. Such innovations have the power to reshape industries, open new markets, and generate lasting impact.

The Groundbreaker Award celebrates bold and visionary solutions that address the pressing environmental and social challenges of the fashion industry. As recognition of fashion's systemic issues grows, so too has investment in research and development aimed at building a more sustainable future.

According to the State of Fashion 2024 report by McKinsey & Business of Fashion, generative AI is emerging as a transformative force, with up to 25% of its potential value in fashion tied to applications in design and product development. In step with this momentum, global equity funding for generative AI startups soared in 2024, reaching an estimated \$45 to \$56 billion, nearly double the investment seen in 2023. This surge, driven by record-breaking mega-rounds, underscores the sector's rapid growth and its potential to revolutionize fashion processes, enhance environmental performance, and transform customer experiences.

Nominees for this award have demonstrated forward-thinking projects across materials, production, and business models. Finalists stand out for their use of renewable resources, scalability, and thoughtful design, showing how disruptive innovation can pave the way for a more responsible and inspiring fashion future.

# 2

## THE SFA GROUNDBREAKER AWARD



## AURA BLOCKCHAIN CONSORTIUM

### INNOVATION FOR A TRANSPARENT AND CIRCULAR LUXURY

Aura Blockchain Consortium is a non-profit initiative established in 2021 by luxury leaders LVMH, OTB, Prada Group, and Cartier, part of Richemont, with associate members including Loro Piana, Marni, Miu Miu, Tod's and others. United by a shared mission, Aura pioneers blockchain-based innovation to redefine transparency, traceability, and sustainability across the fashion and luxury industries.

Aura's groundbreaking contribution lies in developing a scalable and interoperable infrastructure for the product lifecycle, transforming how luxury goods are made, distributed, owned, and reused. The Consortium has recorded over 60 million luxury products through its private blockchain platform, with some proactively turning these into Digital Product Passports (DPPs). These are key to navigating current and future EU regulations on traceability and circular economy, while enabling storytelling and consumer engagement around origin, authenticity, and sustainability data and providing precious insights to brands operating within the wholesale channel.

Aura goes beyond traceability; it disrupts traditional linear models of production and consumption. By embedding real-time data on sourcing, production, distribution, resale, recycling and the entire lifecycle into each product's digital twin, Aura Consortium empowers brands and consumers to make informed, conscious decisions. The result is a systemic shift toward responsible production, extended product life, and closed-loop models.

Additionally, Aura is redefining the use of blockchain in serving the luxury industry, using its unique features offering a platform that guarantees immutability and verifiable data sourcing, addressing real and common complex challenges faced by luxury brands, from safeguarding intellectual property and counterfeiting, to enhancing the traceability of precious materials and customer experience.

Its ambition is to offer innovative, purpose-driven solutions that go beyond compliance and help establish a new industry standard for transparency, authenticity, and sustainability.

What makes Aura a true groundbreaker is its collaborative model and accessibility: it is open to all luxury brands, and provides shared tools, standards, and technologies to democratize innovation across the sector. Its mission is not just to innovate for a few, but to transform the entire ecosystem and luxury industry.

# 2

## THE SFA GROUNDBREAKER AWARD



## THERMORE

### TURNING THE TIDE ON OCEAN PLASTIC: THERMORE'S ECODOWN FIBERS OCEAN

Based in Milan, Thermore is a leader in the development and production of high-quality thermal insulation for apparel. Since its founding, the company has combined technical innovation with environmental responsibility, serving the world's top fashion and sportswear brands through a global manufacturing and sales network. Thermore pioneered sustainable insulation as early as the 1980s, and today, its focus on circularity and material innovation is stronger than ever.

One of its most groundbreaking contributions is Ecodown Fibers Ocean, a sustainable insulation product made exclusively from OceanCycle certified plastic waste. This material comes from Ocean Bound Plastics (OBP), the same plastics that account for up to 80% of marine pollution. These plastics are collected from high-risk coastal areas (less than 50 km from the sea) in regions lacking proper waste management infrastructure. By intercepting this plastic before it reaches the ocean, Thermore offers a powerful response to one of the fashion industry's most urgent environmental challenges.

Ecodown Fibers Ocean is made from 100% recycled PET and serves as a cruelty free alternative to down, helping reduce reliance on animal based materials without compromising on warmth or performance. It's not only sustainable it's certified by leading global standards, including GRS, Bluesign, Oeko-Tex Standard 100, and OceanCycle. Moreover, the product is microfiber-free, meaning it dramatically reduces microplastic shedding into the environment compared to traditional synthetic insulations.

# 2

## THE SFA GROUNDBREAKER AWARD



## VÉRABUCCIA®

### TRANSFORMING WASTE INTO WORTH: VÉRABUCCIA'S® GROUNDBREAKING INNOVATION IN LUXURY MATERIALS

Founded by designer and entrepreneur Francesca Nori with engineer Fabrizio Moiani, Vérabuccia® was born from a bold idea: to use fruit peels instead of animal hides to create innovative materials. With the support of an Italian chemical company, Nori developed and patented a pioneering process capable of transforming non-edible agri-food by-products, such as pineapple peel, into a new raw material for the fashion and design industries. The result is Ananasse™, the world's first exotic luxury bio-based material derived from actual pineapple peel.

Vérabuccia® challenges the traditional view of organic waste by rethinking peels as resources rather than scraps. Its patented process attributes new environmental and economic value to a by-product that would otherwise be discarded, offering a sustainable solution to food industry waste while simultaneously generating raw material for high-end products. This approach not only prevents landfill disposal and unregulated waste practices but also reduces CO2 emissions and cuts logistics and waste management costs.

The innovation lies not only in the material itself but in its regenerative business model. The production process uses primarily organic waste with no nutritional value for humans or animals and involves supply chain actors, from pineapple processors to Italian green-chemistry companies who provide additives made from waste products of their own. By doing so, Vérabuccia® creates a circular and collaborative ecosystem, transforming what was once considered a disposal cost into environmental and economic opportunity.

The company's work represents a new paradigm: one in which the ecosystem is no longer something to extract from, but a system in which we actively participate and restore.

Vérabuccia® is more than a product, it stands as a symbol of how Italian craftsmanship, creativity, and ingenuity can lead to pioneering materials that change our perspective on waste, elevate sustainability standards, and inspire future innovators to see our environment not as a limit, but as a partner in design.

# 3

## THE SFA DIVERSITY AND INCLUSION AWARD



## ABOUT THIS PRIZE

Fashion is more than just an industry, it is a powerful cultural force and a daily form of self-expression that resonates across communities, identities, and geographies. Like food, fashion is deeply personal, reflecting our values, heritage, and lifestyle choices. Its global reach means it holds the potential to unite people through shared creativity and cultural exchange.

Yet, despite increasing globalisation and cross-cultural influence, the fashion industry has long struggled to fully reflect the diversity of the world it serves, particularly within leadership, creative, and decision-making roles. Representation of varied ethnic backgrounds, cultures, gender identities, and lived experiences remains limited in many areas of the sector.

The Inclusion and Diversity Award recognises individuals and organisations that are actively working to change this reality. It celebrates those who implement meaningful strategies to combat social inequality, foster inclusive cultures, and build workplaces where all people feel seen, heard, and valued. These leaders champion equity not only within their companies but also across the broader fashion ecosystem, supporting education, community engagement, and creative expression rooted in diverse perspectives.

By spotlighting these trailblazers, the Award aims to inspire others to take action, moving the fashion industry toward a more just, representative, and inclusive future that truly reflects the richness of the global community.

# 3

## THE SFA DIVERSITY AND INCLUSION AWARD



## SARA BEHBUD

### WEAVING STORIES OF IDENTITY: SARA BEHBUD'S VISION FOR INCLUSIVE FASHION

Sara Behbud is an Iranian-born designer whose journey from Tehran to Milan weaves a compelling narrative of identity, resilience, and cross-cultural dialogue. The daughter of a tailor, she grew up in her mother's atelier in Tehran before earning a Master's degree in Fashion Design in Milan. Today, her work fuses Persian heritage with Italian sartorial craftsmanship, using fashion as a medium for both personal and collective emancipation.

Her first demi-couture capsule collection, Donna Vita Libertà—named after the movement that emerged in Iran following the killing of Mahsa Amini—is not only an aesthetic statement, but also a political one. The collection gained global attention when Mahsa Rostami wore one of its pieces on the red carpet at the 2025 Oscars for the film *The Seed of the Sacred Fig*, amplifying the voices of women fighting for justice in Iran.

Right after on the occasion of the Cannes Film Festival, designer Sara Behbud designed a dress for television host Giulia Salemi to support the "Women Life Freedom" movement. The dress features a black silk cady skirt and a bodice adorned with a floral design inspired by the Persian Afshan-style carpet, symbolizing continuity, unity, infinite eternity, and a vibrant, dynamic nature — all qualities that, for Sara Behbud, represent women.

Yet Sara's impact extends far beyond symbolism. Her collection is physically created inside the CMD9 (Centro Milano Donna), a women's center in Milan. It is an inclusive and safe space that offers a range of services—from Italian language courses for women with migrant backgrounds, to psychological support, menstrual health counseling, a community wardrobe, and above all, support for Redamare, a project that provides tailoring courses for women who are survivors of violence or in vulnerable situations. These women are not only students; they are active collaborators in the creation of the garments.

Through Redamare, the collection becomes a true vehicle for inclusion, with two core objectives: to promote women's autonomy through skill-building and economic empowerment, and to support their psychological recovery through manual work and therapeutic engagement. This model represents an intersectional approach to fashion as a tool for social healing—addressing not just representation, but real transformation.

Sara's work embodies a radically inclusive philosophy, where high fashion becomes a means of visibility, solidarity, and regeneration. Her designs elevate the stories of women who are often marginalized—both those who wear the clothes and those who make them. In an industry still marked by inequality, Sara Behbud's practice stands as a call to action. She proves that fashion can be beautiful without being silent—that it can tell stories of pain, courage, and hope, while offering tangible pathways to dignity.

# 3

## THE SFA DIVERSITY AND INCLUSION AWARD



## THE POWER OF WORDS FOUNDATION

### FASHIONING EMPATHY: THE POWER OF WORDS BY DEBORAH SAWAF

In an industry often driven by image and speed, The Power of Words Foundation offers a transformative alternative: a movement where fashion becomes a platform for emotional intelligence, mental health advocacy, and social inclusion. Founded by Deborah Sawaf, luxury designer with nearly three decades of experience, the initiative was born out of a profound belief: that fashion can be more than aesthetic; it can be healing, inclusive, and human-centric.

The Power of Words uses fashion, art, and sport as accessible languages to destigmatize mental health across all ages, backgrounds, and abilities. Through ethically made clothing, podcasts, campaigns, and events, the movement sparks conversation and generates funds, 20% of product proceeds go directly to leading mental health organizations.

At its heart lies Band-Bond Therapy, a pioneering program developed under Deborah's leadership. This interactive and holistic approach to emotional intelligence has been applied in schools, universities, corporations, and neurodiverse communities. Its strength lies in its adaptability and simplicity: it gives people tools to express emotion, process experiences, and foster connection.

Fashion's high-pressure environment, marked by burnout, creative vulnerability, and cultural disconnect, urgently needs these tools. The Power of Words addresses the industry's inner dynamics by providing frameworks for leadership with empathy, purpose, and mental resilience. In doing so, it not only promotes well-being but also creates more inclusive and emotionally aware creative ecosystems.

This is more than a project, it is a disruption. By bridging craftsmanship, technology, emotional intelligence, and advocacy, The Power of Words redefines inclusion in fashion.

# 3

## THE SFA DIVERSITY AND INCLUSION AWARD



## WILLY CHAVARRIA

### REDEFINING LUXURY THROUGH RADICAL INCLUSION

Willy Chavarria is an American fashion designer born in Huron, California. He is the founder and Chief Creative Officer of his eponymous label. Known for a distinct and intentional design language, Chavarria merges themes of race, politics, and sexuality into elegant and thoughtful menswear.

At the core of his creative vision is a powerful message of inclusion and dignity for all people. While he often draws from his cultural heritage, his work aims to connect with broader audiences, including those with different perspectives and beliefs. Chavarria's collections are rooted in a desire to use fashion as a form of communication and change, blending personal identity with a universal call for empathy and justice.

He is widely recognized for casting models who reflect the diversity of the real world, especially in terms of race and ethnicity, body types, and gender identity. His runway shows challenge conventional standards of beauty and representation in fashion, making space for narratives and faces that have historically been excluded from the spotlight.

Beyond what is visible on the runway, Chavarria also advocates for diversity and equity behind the scenes. His brand actively prioritizes inclusive hiring practices, ensuring representation across creative and production teams. He invests in mentorship, supporting emerging talent from underrepresented backgrounds and encouraging a more equitable industry.

His collections are often interwoven with social commentary, touching on urgent systemic issues such as immigration, racial justice, prison reform, and police brutality. Through these themes, he positions fashion as a platform not only for aesthetic expression but for cultural dialogue and activism.

Willy Chavarria's commitment to diversity, inclusion, and social justice—both in message and in practice—makes his work a compelling example of how fashion can be a powerful tool for positive change.

# 4

## THE SFA CIRCULAR ECONOMY AWARD



## ABOUT THIS PRIZE

The global fashion industry, long built on a linear “take-make-waste” model, remains a major contributor to climate change, biodiversity loss, pollution, and mounting levels of waste. Today, it accounts for roughly 8-10% of global carbon emissions, produces an estimated 92 million tonnes of textile waste annually, and is responsible for about 20% of industrial wastewater globally. Additionally, fashion is a significant source of microplastic pollution, contributing up to 35% of primary microplastics found in the oceans. At the heart of these challenges lies a system that incentivizes overproduction and overconsumption, where garments are often worn only a few times before being discarded. Between 2000 and 2015, global clothing production doubled, while the average number of times a garment was worn dropped by 36%, leading not only to immense environmental damage but also to significant economic loss through underutilization.

A circular economy offers a transformational pathway forward, one that reimagines how fashion is designed, produced, used, and valued. It aims to decouple economic growth from the extraction of finite resources by eliminating waste and pollution, keeping materials in use at their highest value, and regenerating natural systems. This shift goes beyond material innovation alone; it calls for rethinking business models, reengineering supply chains, and embedding circular design principles into the core of brand identities.

The Circular Economy Award honours the pioneers: brands, suppliers, and enablers who are actively embedding circularity into their operations and value propositions. Special recognition is given to those demonstrating leadership in circular design thinking, innovating with regenerative materials, creating systems for reuse and resale, and ultimately driving the industry toward a more restorative, resilient, and future-fit model. These changemakers are showing that fashion can thrive within planetary boundaries and lead the way in building a more sustainable economy.

# 4

## THE SFA CIRCULAR ECONOMY AWARD



## ERCA TEXTILE CHEMICALS SOLUTIONS

### REVECOL® – CIRCULAR INNOVATION IN TEXTILE CHEMISTRY

ERCA Textile Chemical Solutions is a leading Italian company that manufactures and supplies responsible chemical solutions for the textile industry worldwide. With a strong focus on sustainability and innovation, ERCA TCS developed a range of chemical auxiliaries called REVECOL®, which upcycles critical waste materials like used vegetable cooking oil into high-performance and low-impact solutions.

This 100% Made in Italy innovation offers a comprehensive, safe, and certified alternative for textile manufacturers. The range includes 19 advanced chemical auxiliaries suitable for both virgin and recycled fibers, meeting the growing demand for sustainable practices in the textile sector.

One of the standout features of this range is its significant reduction in carbon emissions. With support from the bluesign® Academy, ERCA TCS has calculated the Product Carbon Footprint (PCF) for several products, achieving CO2 reductions of up to 72% compared to conventional chemistry. These results reflect the company's commitment to minimizing environmental impact while maintaining high performance.

In addition to reducing emissions, REVECOL® is part of a broader movement toward circular chemistry, using recycled materials and promoting sustainable solutions in textile production. Thanks to its versatility, it is applicable in various sectors, including fashion, home textiles, sportswear, and activewear, providing the perfect balance between performance and environmental responsibility.

The range has received prestigious recognition, in November 2022 REVECOL® by ERCA Textile Chemical Solutions won the RESPONSIBLE CARE® award by Federchimica, the Italian federation of the chemical industry, in November 2023 – ERCA TCS won the RESPONSIBLE CARE® AWARD by The European Chemical Industry – Cefic – This year Awards program focused on "Transition to 2050" as key theme. As our industry embarks on the biggest transformation in its history, this year awards recognized industries efforts to go to Climate Neutral, circular, and transition to safe and sustainable chemicals and operation. Feature in the GreenItaly 2024 Report, highlighting Italian companies leading the way in innovation and sustainable growth. It is also included in the Best Available Techniques (BAT) document by the European Community, further solidifying its role in the circular economy.

REVECOL® is not just a product; it represents a commitment to a sustainable future, offering textile manufacturers practical, scalable solutions to build resilient and regenerative supply chains. By incorporating circular material sourcing and reducing climate impact, it sets a significant step toward more responsible and innovative textile production.

# 4

## THE SFA CIRCULAR ECONOMY AWARD



## REGENESI

### FROM WASTE TO LUXURY: A CIRCULAR APPROACH

Founded in 2008 by Maria Silvia Pazzi with the aim of giving new life to waste, Regenesi is a pioneering brand with a recognizable aesthetic that has redefined the intersection of sustainability, luxury design, and technological innovation. Specializing in transforming discarded materials into high-quality fashion accessories, Regenesi is recognized as a trailblazing company for its ability to merge contemporary style with technology.

In 2020, the industrial evolution of the project led to the creation of the patented Respetto™ technology, an innovative process capable of regenerating all types of textile waste, whether plant-based, animal-based, synthetic, or blended, into materials that are themselves recyclable and convertible, making a significant contribution to circular fashion.

Over the past seventeen years, Regenesi has developed collaborations with numerous luxury brands and prominent designers, both in fashion and interior design. Notable case studies include partnerships with Lamborghini and Cassina, while others are currently under exploration and governed by confidentiality agreements. In all cases, the objective is to demonstrate that circularity can coexist with aesthetic and material excellence, generating products consistent with the values of contemporary luxury. Turning waste into high-end products is possible while simultaneously promoting sustainable practices.

A tangible example is Respetto™ technology (developed in collaboration with research centers and universities), which regenerates textile waste without the need for pre-sorting. This technology represents a concrete and significant solution to the global textile waste crisis.

The process has been successfully adopted in high-profile collaborations, such as the one with Cassina, where textile scraps were transformed into a material with the same performance as the original. Notably, the original mold for a chair shell was used, with no impact on production costs.

Regenesi anticipated the concept of sustainable luxury long before sustainability entered the mainstream. The brand blends creativity, technology, and Italian craftsmanship with cutting-edge circular design and has received numerous awards over the years for its commitment to reducing environmental impact through research and implementation. Challenges make Maria Silvia Pazzi's projects authentic and pioneering. In 2025, the brand launched the RevertU™ platform, a new tool based on Artificial Intelligence and Augmented Reality that automates and supports the upcycling process. It's a model designed for the widespread adoption of circular practices, offering flexible, replicable, and accessible solutions. Regenesi continues to prove that sustainability, technological innovation, creativity, and beauty can come together to reshape the fashion and design industries.

# 5

## THE SFA CLIMATE ACTION AWARD

## ABOUT THIS PRIZE

In its Sixth Assessment Report, the Intergovernmental Panel on Climate Change (IPCC) unequivocally confirmed that human activities are the primary drivers of global warming, with greenhouse gas (GHG) emissions continuing to rise. Global average temperatures have now surpassed 1.5°C above pre-industrial levels, triggering far-reaching impacts on ecosystems and communities across the planet. Yet, the IPCC remains clear: a just and sustainable transformation is still within reach if bold, coordinated action is taken without delay.

Among the industries contributing most to this crisis, fashion stands out. Responsible for an estimated 4% to 10% of global GHG emissions, the textile and apparel sector faces an urgent call to reimagine its systems. The industry must evolve from being part of the problem to becoming a catalyst for climate-positive change.

The Climate Action Award celebrates brands, suppliers, and organizations that are leading this shift by implementing effective strategies to drastically reduce emissions across the fashion value chain. According to the Science-Based Targets Initiative's Apparel and Footwear Sector Guidance, raw material extraction and processing account for over half of a product's total lifecycle emissions. For this reason, particular recognition is given to initiatives that extend the life of materials and products, championing circular, regenerative, and low-impact approaches to production and consumption.

# 5

## THE SFA CLIMATE ACTION AWARD





## MUSTHAD

### EMPOWERING CIRCULAR FASHION FOR A ZERO-LANDFILL FUTURE

Musthad is transforming waste management in the fashion industry by harnessing the power of circular economy.

Its data-driven, all-in-one platform helps fashion brands and manufacturers optimize the full end-of-life journey: from identifying circular destinations for their waste, to tracking material flows, measuring impact, and ensuring compliance.

Each year, 92 million tons of textile waste are generated globally. In the UK alone, over €100 million is spent annually on disposal. Meanwhile, global fiber production is projected to rise from 111 million tons in 2019 to 146 million by 2030 — yet 35% of textiles are discarded before reaching consumers, exacerbating resource scarcity.

As regulations tighten — including destruction bans, EPR, and CSRD — brands must adopt circular, zero-waste strategies. Yet limited access to data on materials and circular processes remains a major barrier. Musthad addresses this by digitizing and centralizing waste management, making circularity scalable and measurable.

The company has already formed strategic collaborations with leading international brands and manufacturers, and has onboarded over 100 circular operators across the EU, specializing in recycling and reuse. These partnerships are driving large-scale transformation in the fashion industry, providing the digital infrastructure needed to scale circular practices on both pre and post-consumer waste across the sector.

Musthad's innovative approach increases operational efficiency, reduces waste and associated costs and unlocks new value and revenue opportunities. It also provides brands with greater control and transparency, helping protect their reputation and meet growing ESG expectations. This shows that circularity is not only an environmental imperative but also a smart business strategy.

By turning waste into valuable resources, avoiding virgin material production, and preventing product destruction, Musthad empowers brands to reduce emissions, keep materials in circulation, and drive meaningful systemic change across the industry.

# 5

## THE SFA CLIMATE ACTION AWARD



## SCHNEIDER GROUP

### A LEADER IN SUSTAINABLE FIBER PRODUCTION AND CLIMATE ACTION

Schneider Group is a global leader in sourcing, processing, and supplying high-quality animal fibers like wool, cashmere, and vicuna. With over a century of experience, Schneider Group has become a leader in sustainable practices within the textile industry. Their commitment to minimizing environmental impact includes significant efforts to reduce water and energy consumption, CO<sub>2</sub> emissions, and waste production.

Schneider Group's Italian mill recently installed a high-efficiency cogeneration plant, covering 95% of the mill's electricity and thermal energy needs. The company has also been conducting Life Cycle Assessments since 2018, ensuring continuous improvement in environmental performance. These efforts align with the Group's mission to lead the textile industry in reducing its ecological footprint.

Schneider's dedication to sustainability extends beyond manufacturing. In 2007, the company launched a conservation initiative in Argentina, at 4,000 meters above sea level in the Northern Andes, where vicunas have lived for centuries. The company acquired 100,000 hectares in the Reserva de la Biosfera de Laguna Grande, once a site of rampant poaching. Since taking over management, Schneider has helped restore the vicuna population from fewer than 800 animals to over 5,000. Schneider's approach includes collaboration with local communities and government authorities, with shearers harvesting the precious fibers under strict veterinary supervision. Local communities have been trained in how to manage vicunas in a sustainable way and Schneider donates part of the collected fibre to the province itself, to support local artisans, thus strengthening local textile traditions.

Everyone benefits as Schneider helps secure and improve the local community's livelihood, producing the finest and most delicate of all animal fibres in the world and protecting an endangered species.

This process results in the finest vicuna wool, a product once reserved exclusively for Inca nobility. In 2025, Schneider Group marked a new milestone with the creation of the first bale of Superfine Argentinian Vicuna, with an unprecedented fineness of 11.7 microns.

Additionally, Schneider Group's Authentico® brand offers a fully traceable, transparent, and ethical wool supply chain. Authentico® ensures wool is sourced directly from verified farms, processed in Schneider's own mills, and certified to meet rigorous environmental and ethical standards. The program involves over 1,000 wool growers across multiple countries, including Australia, New Zealand, Argentina, the USA, and South Africa. Through Authentico®, growers can participate in regenerative agriculture initiatives aimed at improving land health and biodiversity, contributing to the broader goal of climate action.

Schneider Group's initiatives in both conservation and supply chain transparency demonstrate its commitment to sustainable, ethical, and climate-positive practices. These efforts set a new standard in the textile industry, showing that luxury products can be produced responsibly while contributing to the fight against climate change.

# 5

## THE SFA CLIMATE ACTION AWARD



## YMPACT

### DRIVING SUSTAINABLE TRANSFORMATION IN FASHION THROUGH METHOD AND TECHNOLOGY

Ympact is an integrated ecosystem that accelerates the fashion and luxury industry's shift toward transparency, accountability, and measurable impact. It was born from the convergence of two pioneering forces: 4sustainability, a framework for implementing concrete environmental and social impacts, and The ID Factory, a digital platform enabling full supply chain traceability.

Ympact brings the technology to trace products in real time across global supply chains. Through digital identities and process mapping, it guarantees transparency, authenticity, and preparedness for regulatory frameworks such as the Digital Product Passport.

Thanks to the 4sustainability framework, Ympact provides a structured methodology to activate and monitor sustainability initiatives across six strategic areas: Materials, Chemical Management, Sub-Supply Chain, People, Planet, and Circularity – along with a dedicated Compliance standard. It enables brands and suppliers to generate actionable data, align with ESG standards, and commit to continuous improvement.

The ambition of the project is to enable systemic responsible production. By harmonizing data and connecting all actors in the value chain, Ympact helps businesses reduce environmental and social impacts, optimize operations, and stay ahead of market and regulatory expectations.

*"Critically, Ympact is laying the groundwork for the development of a comprehensive Supply Chain Due Diligence system – a necessary foundation for the future of responsible fashion, enforcing trust on data for DPP". – Francesca Rulli, Ympact Co-founder.*

With over 500 million digital identities created, more than 1 billion materials tracked, and 80,000+ companies mapped, it is already driving measurable transformation.

More than 3,500 Italian companies are following the Ympact roadmap, and over 300 have reached full data validation in accordance with 4sustainability, demonstrating consistent impact reductions and the excellence of a sustainable Made in Italy.

*"Ympact envisions a fashion system where collaboration, verified data, shared standards, and interoperable systems become the norm – turning sustainability from compliance into competitive advantage".*

# 6

## THE SFA BIODIVERSITY & WATER AWARD

## ABOUT THIS PRIZE

Healthy ecosystems are the foundation of life on Earth. Beyond their intrinsic value, biodiversity underpins essential ecosystem services that support human well-being: from food, clean water, and raw materials to climate regulation, disease control, and cultural inspiration. These natural systems also fuel innovation and livelihoods, with the total economic value of ecosystem services estimated to be up to one and a half times greater than global GDP.

The United Nations Biodiversity Conference (COP16), held in Cali, Colombia and concluded in Rome in early 2025, marked a significant step forward in global efforts to address biodiversity loss. Building on the Kunming-Montreal Global Biodiversity Framework established at COP15, world leaders reaffirmed ambitious goals to halt and reverse nature loss by 2030. These include placing 30% of the world's lands, oceans, inland waters, and coastal areas under protection, restoring at least 30% of degraded ecosystems, and reducing pollution to levels that no longer harm biodiversity and ecosystem functions. COP16 also emphasized the importance of Indigenous Peoples and Local Communities in conservation efforts and introduced new mechanisms to scale up biodiversity finance and fair benefit sharing.

The fashion industry depends on thriving ecosystems for everything from fertile soil and freshwater to natural fibres and dyes. As biodiversity continues to decline at an alarming rate, there is a growing need for the industry to rethink its relationship with nature and adopt regenerative, circular practices that protect and restore natural systems.

This Award honours organisations that not only understand the critical role of biodiversity and water in their value chains, but are also taking meaningful, science-based action to safeguard and regenerate these resources. Whether through sourcing innovations, ecosystem restoration, or inclusive partnerships, these initiatives are helping to build a nature-positive future for fashion.

# 6

## THE SFA BIODIVERSITY & WATER AWARD



Asahi**KASEI**

Bemberg™ is a brand of fibers, registered fiber, produced by Asahi Kasei



## BEMBERG™ BY ASAHI KASEI

### REGENERATING NATURE THROUGH INNOVATION

Asahi Kasei is a diversified Japanese company founded in 1922, with operations spanning materials, homes, and healthcare. Since its foundation, the company has upheld an enduring commitment to “contributing to life and living”—a philosophy rooted in enhancing the quality of life for people around the world. Over the past century, Asahi Kasei has continually evolved by anticipating the changing needs of society, while staying true to its original purpose: delivering the highest quality to enrich daily life. Guided by its Group Slogan, Creating for Tomorrow, the company is dedicated to offering new value for future generations through responsible innovation.

One of Asahi Kasei’s flagship products is Bemberg™, a brand of regenerated cellulose fiber, also known as Cupro. Since 1931, Bemberg™ has been produced by Asahi Kasei from cotton linter, a pre-consumer material derived from the cottonseed oil production process. This gives Bemberg™ its true circular economy credentials, making it a great starting point for sustainable choice in the textile industry.

The process of producing Bemberg™ is traceable and transparent, optimizing energy while effectively reducing waste materials. By utilizing cotton linter – a natural by-product – Bemberg™ contributes to reducing natural resource consumption, promoting sustainability and circularity in the textile industry.

Sustainability is at the core of Bemberg™ philosophy. The fiber is fully biodegradable and compostable in soil, as confirmed by INNOVHUB testing. Furthermore, Bemberg™ has received the OK Biodegradable Marine certification from TÜV Austria, which confirms that the filament is biodegradable and safe for the growth of marine organisms. This reinforces Bemberg™ commitment to protecting aquatic ecosystems. Additionally, Bemberg™ is certified with the Recycled Claim Standard (RCS) by Textile Exchange, ensuring the authenticity of its recycling process.

Bemberg™ not only meets the growing demand for sustainable products but also serves as a prime example of how the fashion industry can evolve toward more responsible practices. Asahi Kasei’s innovative approach to producing Bemberg™ promotes a more sustainable product lifecycle, with easy recyclability, contributing to reducing the environmental impact of the textile industry.

# 6

## THE SFA BIODIVERSITY & WATER AWARD



## BIOFLUFF

### A PLANT-BASED ALTERNATIVE FOR A SUSTAINABLE FUTURE

BioFluff is a biomaterials company on a mission to revolutionize the textile industry. At the heart of this transformation is Savian, the world's first 100% plant-based alternative to animal fur and plastic-based faux fur. Crafted from European-sourced fibers such as nettle, flax, and hemp, Savian by BioFluff offers a biodegradable and recyclable solution, addressing the pressing global challenges of animal cruelty and environmental degradation while transforming fashion, interiors, and plush toys.

What sets Savian apart is its commitment to minimizing environmental impact at every step. Unlike traditional furs, which undergo toxic tanning processes, Savian is produced without harmful chemicals, preserving the natural form of the plant fibers and reducing waste. The material is soft, fluffy, and versatile, mimicking the qualities of fur, shearling, and suede, but without the environmental footprint.

But the innovation goes beyond the product itself. Savian is fully biodegradable, offering a solution to the growing textile waste crisis that plagues landfills and oceans. Produced in family-owned, generational factories in Italy, Savian supports sustainable, local production, with the potential to scale globally. This process not only reduces reliance on plastic and animal-derived materials but also fosters a circular, eco-conscious approach to textiles.

Recognized for its safety and sustainability, Savian holds Oeko-Tex certification, ensuring it is free of harmful substances and safe for all, including children's products. This certification reflects BioFluff's commitment to creating materials that are both environmentally responsible and consumer-safe, making it a game-changer for industries looking to transition to more sustainable practices.

Through Savian, BioFluff proves that a plant-based alternative to traditional materials is not only possible but scalable. The company's work is a bold step toward preserving biodiversity and reducing environmental destruction, offering an ethical and responsible alternative for industries traditionally reliant on unsustainable resources. In a world where innovation is crucial for a sustainable future, BioFluff is leading the way—showing that with creativity and commitment, it's possible to change the fabric of the industry for the better.

# 6

## THE SFA BIODIVERSITY & WATER AWARD



## ERMENEGILDO ZEGNA GROUP

### LEADING THE WAY IN SUSTAINABLE LUXURY

Founded over 100 years ago by Ermenegildo Zegna in Trivero, Italy, the brand began with a vision to create the world's finest fabrics while improving the local community and environment.

Today, ZEGNA brand stands as a leader in timeless luxury menswear. Its enduring legacy is built on a uniquely integrated Filiera ("supply chain"), which combines a luxury textile platform, exceptional craftsmanship, and a steadfast commitment to sustainability. ZEGNA's journey in sustainability is exemplified through three certified and traceable collections: Oasi Cashmere, Oasi Lino, and Vellus Aureum.

These collections embody the brand's core values: striving for excellence, giving back to the community, protecting the environment, and meeting ambitious sustainability targets - including safeguarding the environment, promoting biodiversity, ensuring ethical sourcing, and supporting animal welfare.

Oasi Cashmere, introduced in Fall/Winter 2022, features 100% certified traceable and lower-impact cashmere. All fibers are certified by the Sustainable Fiber Alliance (SFA), ensuring reduced environmental impact, high animal welfare standards, and the long-term viability of the cashmere sector.

Oasi Lino, launched in Spring/Summer 2024, is made from 100% certified traceable linen, sourced exclusively from Europe, primarily Normandy. The linen is cultivated using minimal water and no chemicals, following traditional natural retting processes.

Vellus Aureum, unveiled in Spring/Summer 2025, features ultra-fine wool (13µm or thinner) and aims to achieve 100% certified traceability and lower-impact wool by the end of 2025. Sourced under the Schneider Group's Authentico certification, the wool is mulesing-free and meets rigorous animal welfare standards.

ZEGNA's commitment to sustainability extends beyond raw materials to include water management. In 2022, the company completed its first Water Footprint assessment, followed by an expanded review in 2024, including data from direct suppliers. ZEGNA has set ambitious targets, including obtaining Alliance for Water Stewardship (AWS) certification for its key site by 2026. By 2027, the company aims to engage 90% of its direct suppliers and 20% of suppliers beyond tier 1 in water-efficient practices. Furthermore, by 2025, 100% of the leather used will be sourced from Leather Working Group (LWG) Silver or Gold certified tanneries.

Through these initiatives, ZEGNA continues to lead the way in sustainable luxury, setting new benchmarks for the fashion industry by combining performance with environmental responsibility.

# 7

## THE SFA HUMAN CAPITAL & SOCIAL IMPACT AWARD

## ABOUT THIS PRIZE

Human capital encompasses the social, economic, and educational resources individuals acquire throughout their lives, empowering them to thrive and contribute meaningfully to society. These assets are essential not only for personal development but also for building resilient, equitable communities.

The fashion industry has both the opportunity and the responsibility to foster and protect human capital. By reducing its negative impact on people and the planet, uplifting underserved populations, and investing in local communities, the industry can play a pivotal role in shaping a fairer and more sustainable future.

This Award seeks to honour fashion stakeholders such as brands, suppliers, organisations, and individuals who are taking bold, proactive steps to confront and overcome social injustice. It highlights those who are integrating human development, poverty reduction, and inclusive practices into the core of their business strategies and everyday operations.

Special emphasis is placed on innovative models of inclusion, defined as the intentional effort to cultivate a shared sense of belonging across diverse communities. Strong, inclusive networks can strengthen access to education, unlock creative potential, and foster cultural expression. These practices not only enhance individual lives but also contribute to more just and vibrant societies.

# 7

## THE SFA HUMAN CAPITAL & SOCIAL IMPACT AWARD





## OTB FOUNDATION

### EMPOWERING AFGHAN WOMEN

Founded in 2006 as the non-profit arm of the OTB fashion group, OTB Foundation mission is to act promptly and concretely where emergencies arise, and to sustainably improve people's lives by guaranteeing equal opportunities. Since its inception, OTB Foundation has invested in over 380 social development projects, directly benefiting approximately 380,000 people worldwide. Guided by three core principles — direct social impact, sustainability, and innovation — the Foundation supports initiatives empowering women, youth programs, integration projects, and aid for individuals in emergency situations.

Among its most impactful initiatives are those in Afghanistan, a country notoriously difficult for women to live and thrive. Following the severe reduction of public employment opportunities since the Taliban's return to power, OTB Foundation has adapted by focusing on solutions that meet women where they are, offering dignity, resources, and hope.

A standout project is Brave Business in a Bus, Afghanistan's first-ever mobile incubator for female entrepreneurship. This innovative program brings training, tools, and resources directly into Kabul's poorest neighborhoods via a specially equipped bus, enabling women to establish micro-enterprises from their homes, the few viable economic options left to them. In just months, the project has supported 1,770 micro-businesses and is on track to assist nearly 2,900 women in its first year alone. This initiative exemplifies how creative approaches can generate profound, lasting impact amid severe restrictions.

This project forms part of a broader, sustained commitment. In Kapisa province, the Foundation opened the first public orphanage for girls in the province, providing shelter, education, nutrition, and psychological support to 50 vulnerable minors. Prior to the regime change, OTB Foundation also pioneered Pink Shuttle, a women-only transport service in Kabul that safely ferried over 100 women to work and school, and Fearless Girls, offering legal, psychological, and educational aid to girls imprisoned for resisting forced marriages.

When the COVID-19 pandemic struck, Pink Shuttle was swiftly repurposed to deliver essential supplies, while the Foundation extended vital support to Afghan refugees arriving in Italy by providing food, clothing, and digital devices. Through the Lifeline Emergency Programme, OTB Foundation delivered life-saving assistance to 1,400 vulnerable Kabul residents, addressing urgent needs for food and protection during harsh winters.

The Italian Embassy in Kabul has recognized OTB Foundation's unwavering dedication and courage in supporting Afghan women. Despite daunting challenges, the Foundation remains committed to creating spaces of dignity, hope, and meaningful change, demonstrating that even in the harshest realities, transformative impact is possible.

# 7

## THE SFA HUMAN CAPITAL & SOCIAL IMPACT AWARD



## PRADA GROUP

### FASHION EXPRESSIONS: THE STORIES SHE WEARS | FASHION AS AN INSTRUMENT OF CHANGE AND EMPOWERMENT

Prada Group is a global leader in the luxury industry and a pioneer in its unconventional dialogue with contemporary society across diverse cultural spheres. Home to prestigious brands such as Prada, Miu Miu, Church's, Car Shoe, Marchesi 1824 and Luna Rossa, the Group is socially engaged to contribute to the sustainable development of communities and stimulate cultural debate in all its forms of expression.

A key initiative reflecting this commitment is "Fashion Expressions: The Stories She Wears", created in partnership with UNFPA, the United Nations sexual and reproductive health agency. This first-of-its-kind program leverages the social and economic power of fashion to promote women's empowerment and sexual and reproductive health through training designed specifically for women in vulnerable areas.

Launched in 2022 with two cohorts in Ghana and Kenya, the six-month training program involved 43 young women passionate about fashion. The participants acquired practical skills and knowledge relevant to the fashion industry, including fashion design and production with a focus on local traditions, re/upcycled fashion, and financial literacy. The training was followed by six-month industrial attachments with local fashion companies, providing valuable real-world experience. Alongside these technical skills, the program offered educational sessions to deepen understanding of sexual and reproductive rights. Upon completion of the training program, beneficiaries were linked with local fashion houses and textile businesses to facilitate job placements and promote economic stability to help them build sustainable livelihoods.

In 2023, the project expanded to Querétaro, Mexico, involving 30 women artisans aged between 18 and 50 from indigenous and surrounding communities. These participants, embroiderers and weavers, many of whom were mothers working in small family-run workshops with their children, over six months strengthened their production techniques and marketing skills, while gaining a greater understanding of their sexual and reproductive rights. The final designs of the artisans formed a collection named "Fortaleza" which was showcased in Mexico City in July 2024.

In 2025, the Group returned to Mexico for a new phase of the project. This next phase, running from April 2025, is characterized by a peer-to-peer learning approach and engages 46 artisans from Querétaro: 26 of whom completed the training last year and will take on the role of mentors, alongside a new group of 20 young women, aged 25 to 28, nominated by the previous cohort.

This initiative underscores Prada Group's commitment to creating positive change within the fashion industry and empowering the next generation of creatives while promoting cultural dialogue, understanding, and nurturing a more inclusive and equal society.

# 7

## THE SFA HUMAN CAPITAL & SOCIAL IMPACT AWARD



## SAHELI WOMAN

### SUPPORTING RURAL WOMEN THROUGH ETHICAL FASHION AND SUSTAINABLE LIVELIHOODS

Saheli Women is a female-led social enterprise focused on improving the financial independence of rural women in Rajasthan by creating sustainable jobs in ethical fashion. Founded in 2015 by Madhu with just five women and a start-up budget of \$100, the organization has grown significantly over ten years. Today, it operates two centers employing over 150 village women, producing clothing in partnership with brands committed to ethical fashion and sustainability.

Saheli Women's mission is to create lasting change by providing training in fashion production and leadership, equipping women with skills to build strong, lasting roles in their communities. By supporting women's financial independence, it positively impacts entire families and villages. Unlike fast fashion brands that prioritize mass production, Saheli Women works exclusively with small brands, accepting orders between 50 and 300 pieces per design. This approach reduces garment waste and supports brands dedicated to sustainable principles.

Their made-to-order textiles are crafted from natural fibers dyed with plant-based materials sourced from their own farm near the Kali Beri studio. Notably, 50% of production uses recycled saris, repurposing fabric to create new garments, one of the most sustainable materials available. Beyond garment production, Saheli Women operates a female-led cotton farming project that creates economic opportunities for rural women while ensuring high-quality raw materials for their handloom program in Bhikamkor. Training and employing women to grow indigenous cotton fosters a self-sufficient, environmentally responsible local economy connected to the handloom industry.

The organization follows a minimal waste policy, creatively reusing leftover fabric to make packing bags and scrunchies, maximizing resource efficiency. By managing the supply chain from raw materials to finished garments, Saheli Women minimizes environmental impact and ensures sustainability at every stage.

As an advisory member of the UN Conscious Fashion and Lifestyle Board, founder Madhu helps bridge artisan communities and brands, encouraging sustainable practices throughout the fashion industry.

Saheli Women's scalable and replicable model challenges fast fashion norms by promoting mindful consumption aligned with sustainable fashion principles. It demonstrates how fashion can create positive social and environmental impact, supporting women economically and culturally while setting new standards for ethical production.

# 8

## THE BICESTER COLLECTION AWARD FOR EMERGING DESIGNERS

## ABOUT THIS PRIZE

Supporting emerging designers is of paramount importance for the world of fashion. Their work brings fresh ideas and perspectives, challenges conventional norms, and helps to create a vibrant and diverse fashion ecosystem, while mindful of concerns of sustainability. Like other fashion councils, Camera Nazionale della Moda Italiana (CNMI) has always supported emerging designers and brands. They provide space and visibility during Fashion Weeks and launch special projects, such as the Fashion Hub - a showroom dedicated to emerging voices in fashion - and the Camera Moda Fashion Trust, which offers financial assistance to emerging designers.

Over the past six years, The Bicester Collection has been a key partner for CNMI in the support of emerging talent. A family of 12 distinctive luxury shopping destinations in Europe, China and the US, The Bicester Collection is delighted to celebrate 20 years of commitment to unlocking the futures of the next generation, having offered mentorship programmes, events and pop-up boutiques, such as the Creative Spot, to more than 100 emerging designers across the globe. Thanks to its renewed partnership with Camera Nazionale della Moda Italiana at the upcoming CNMI Sustainable Fashion Awards, the Collection is proud to offer The Bicester Collection Award for Emerging Designers. The three finalists of The Bicester Collection Award for Emerging Designers 2025 will receive crucial support to help grow their businesses, including access to the Collection's mentorship programme and retail opportunities across The Collection.

The Bicester Collection Award for Emerging Designers recognises the work of individuals who create innovative solutions, balancing traditional elements of fashion heritage with forward-thinking approaches that prioritise sustainability. During the event one of them will be announced as the winner of the award.

Special recognition has been given to those designers whose propositions could best represent alternative viable options to conventional practices and that could inspire the industry to pursue a more responsible business model.

# 8

## THE BICESTER COLLECTION AWARD FOR EMERGING DESIGNERS





## INSTITUTION

### CRAFTING IDENTITY THROUGH ETHICAL ARTISTRY

Institution is a creative venture founded by designer Galib Gassanoff to express his personal and aesthetic vision while celebrating the cultural heritage that shaped his identity. Rooted in Gassanoff's Georgian-Azerbaijani background, the brand functions as a social-artistic project guided by strong ethical values. Institution is more than a fashion label, it is a platform where craft, culture, and sustainability converge.

The collections are produced using natural materials such as silk, cotton, wool, and leather, carefully sourced from surplus and remnants of luxury fashion houses. This not only minimizes waste but also ensures the uniqueness of each garment. Limited by the availability of these upcycled materials, the brand inherently embraces a model of conscious production. Galib Gassanoff was born on the outskirts of Tbilisi, in a vibrant environment shaped by diverse cultures and traditions. His childhood experiences in a multicultural landscape deeply influence the aesthetics and techniques behind Institution. The most distinctive example is the hand-weaving method employed in creating the garments: a technique inspired by his community's carpet-making practices, which replaces wool threads with cotton shoelaces. This creative reinterpretation breathes new life into ancestral know-how, merging heritage and innovation.

Beyond design, Institution is also a tool for social empowerment. Gassanoff collaborates with local communities of women, many of whom are the custodians of these endangered crafts. By involving them directly in the production process, he promotes the intergenerational transmission of skills and contributes to local economic resilience. The initiative is part of a broader mission to preserve artisanal traditions and reintegrate them into the contemporary fashion industry.

This approach extends its impact to gender equality and human rights. In regions of the Caucasus where social challenges such as forced marriage persist, Institution represents a beacon of change, supporting women's rights and autonomy through creative labour and cultural recognition.

Institution stands as a powerful example of how fashion can act as a catalyst for cultural preservation, social progress, and environmental responsibility, all while crafting garments that tell a story.

# 8

## THE BICESTER COLLECTION AWARD FOR EMERGING DESIGNERS



## SAKE

### REGENERATING FASHION THROUGH INDIGENOUS WISDOM

Sake is a sustainable fashion brand founded by Ana Tafur, who, after working in mass-production fashion in Asia, sought a better solution by blending her Colombian heritage with a deep respect for Indigenous cultures. The brand combines ancestral textile techniques with modern innovation, focusing on regenerative materials, plant-based dyes, and circularity. Sake's mission is not only to reduce harm but to create a restorative impact through the empowerment of communities and the preservation of traditional craftsmanship.

For over eight years, Sake has worked closely with Indigenous and rural communities in the Peruvian Andes and Amazon, co-developing sustainable practices and materials that merge the ancient with the contemporary. One of Sake's flagship projects is its textile experimentation laboratory, which brings together these communities to create innovative, sustainable biomaterials. In collaboration with the Pinchimuro Artisan Community in Cusco, Sake has helped preserve traditional waist-loom weaving and natural dyeing techniques while providing business training and promoting food security. Similarly, the Shunku Warmi Kuna Association in the Peruvian Amazon works with women artisans to revive traditional embroidery and plant dyeing, ensuring economic independence and cultural preservation.

Sake's commitment to sustainability also extends to the development of wild rubber (shiringa) and sustainable leathers, made from discarded paiche fish skins. These materials are created through community-led initiatives, using chrome-free, plant-based tanning processes to ensure biodegradability and circularity. In addition, Sake has pioneered a 100% chrome-free, petroleum-free vegetable tanning formula and upcycled wool blankets, further showcasing their dedication to reducing waste and creating sustainable alternatives in the fashion industry.

Through its long-term community partnerships and focus on ecological restoration, Sake is driving a shift toward more ethical, sustainable practices in fashion. The brand's work goes beyond merely minimizing environmental harm; it actively regenerates ecosystems and creates economic opportunities, ensuring that traditional craftsmanship thrives alongside innovation. By integrating social impact, material innovation, and environmental responsibility, Sake is not only shaping the future of sustainable fashion but also leading a movement toward a more inclusive, regenerative industry.

# 8

## THE BICESTER COLLECTION AWARD FOR EMERGING DESIGNERS



## SIMON CRACKER

### GIVING NEW LIFE TO FORGOTTEN FASHION

Simon Cracker is a 100% upcycled brand founded in 2010 by art director and stylist Simone Botte, alongside with editor, buyer and fashion culture professor Filippo L.M. Biraghi in 2019. The brand was born with the idea of giving a second life to forgotten garments, deadstock fabrics, and everything discarded by others. With a unique perspective on fashion, Simon Cracker seeks to challenge stereotypes, offering a refreshing approach where creativity thrives in the absence of conventional tools. In a world where louder voices often dominate, Simon Cracker stands as a testament to the power of punkindness — the idea that true rebellion, the true form of disruption, lies in being kind and conscious of what we create, what we say, and the impact it has. For Simon Cracker, clothes are more than just products, they are stories waiting to be told.

All materials are sourced from deadstock, leftover fabrics, and faulty garments. The brand's ethos centers on the idea that upcycling is not an end but a powerful tool for telling new stories. Each collection reflects this, showcasing the spirit of the times with a critical and thought-provoking eye. The focus is on the construction and deconstruction of garments, creating one-of-a-kind pieces that emphasize the beauty of imperfection.

The next collection will highlight the importance of details, with the theme "The devil is in the details." The designs will feature a simple black-and-white color scheme, achieved through natural dyes and decoloration processes applied to pre-existing materials. As always, all garments and accessories are handmade and customized without any industrial processes, ensuring each piece is truly unique.

In addition to the core collection, Simon Cracker will also feature a collaboration with Crocs, where shoes will be individually customized using the brand's deadstock materials. True to its inclusive philosophy, Simon Cracker creates garments with no gender, age, or seasonal constraints in mind. Models for the brand are non-professionals, friends, family, and collaborators, highlighting individual uniqueness over stereotypes.

Simon Cracker continues to redefine fashion by emphasizing creativity, sustainability, and the power of storytelling through upcycling. Each garment tells a history, giving forgotten fabrics and materials a new purpose, and with every collection, Simon Cracker challenges conventional norms to promote a more inclusive and sustainable fashion future.

# 9

## THE SFA EDUCATION OF EXCELLENCE AWARD

## ABOUT THIS PRIZE

Italian fashion's artisanal know-how is a vital asset for the country's prosperity. It should be celebrated and actively safeguarded to ensure that this expertise is passed on to future generations. When speaking with artisans and technicians working in fashion houses and manufacturing companies, it is common to hear about the challenges they face in finding and hiring diverse and skilled talent to carry on the legacy of craftsmanship that has made Italian fashion globally renowned.

In response to this need, an increasing number of brands are investing in education and training. In just the past two years, more than 25 specialised programs have been launched across Italy to provide students with the technical knowledge, practical experience, and hands-on skills demanded by today's job market.

The Education of Excellence Award honours the commitment of companies that are actively supporting talent development and creating meaningful employment opportunities either within their own organisations or through broader networks. It also recognises those who focus on upskilling and reskilling fashion professionals to meet evolving industry demands. The overarching goal is to promote both professional growth and socioeconomic progress, while preserving authentic artisanal expertise.

Through this Award, Camera Nazionale della Moda Italiana highlights organisations that are equipping fashion workers with the technical capabilities they need to thrive, nurturing their creativity, expanding access to quality education, and helping to ensure a vibrant future for the "Made in Italy".

# 9

## THE SFA EDUCATION OF EXCELLENCE AWARD





## KITON

### THE PINNACLE OF ITALIAN TAILORING AND CRAFTSMANSHIP

Kiton is an iconic luxury Italian fashion house, celebrated worldwide for its impeccable craftsmanship, use of premium fabrics, and timeless, elegant style. Founded in 1968 by Ciro Paoletti in Naples, Kiton has established itself as one of the finest tailors on the global stage, particularly revered for its exquisite men's suits that marry tradition with refined sophistication.

At the heart of Kiton's legacy lies an unwavering commitment to quality and artisanal mastery, rooted deeply in the Neapolitan tailoring tradition. This dedication is not only reflected in their garments but also in their strong investment in education and the future of the craft. Since 2000, Kiton has operated its renowned Tailoring School, a three-year intensive program designed to pass down the art of tailoring to young talents aged 16 to 21. The curriculum is carefully structured: the first two years immerse students in the complete creation cycle of a jacket, from fabric selection to final stitching, while the third year allows specialization in a particular phase of production. This comprehensive approach ensures that graduates develop a deep, hands-on understanding of the Kiton method and the intricate skills required to uphold the brand's exceptional standards.

Kiton places great trust in the talent of the Campania region, contributing significantly to local industrial and social development. Although the school welcomes students worldwide, the majority come from Naples and its surroundings. This commitment is also a social mission: the school offers a valuable career path for young people, with around 80% of graduates securing employment at Kiton or within other prestigious tailoring houses.

In 2024, Kiton deepened its cultural engagement through a collaboration with Triennale Milano on the project "Tailoring School. A Journey into Education." This exhibition celebrates the rich heritage of Neapolitan tailoring and the educational legacy fostered by the Scuola di Alta Sartoria. Aimed at inspiring young people and raising awareness among institutions, the initiative highlights the tailor's crucial role in today's fashion industry, where artisanal expertise remains in high demand. The exhibition also reached Paris, extending Kiton's message internationally.

Through its heritage, education programs, and cultural projects, Kiton embodies the essence of Italian luxury and craftsmanship preserving centuries-old skills while shaping the future of sartorial excellence.

# 9

## THE SFA EDUCATION OF EXCELLENCE AWARD



## SANTONI

### MAKERS OF BEAUTY FOR 50 YEARS: A LEGACY CARRIED BY HANDS

Founded in 1975 by Andrea Santoni in Corridonia, Italy, Santoni is a luxury brand celebrated worldwide for its footwear and accessories. The Maison blends traditional Italian craftsmanship with contemporary design, creating timeless pieces that balance classic elegance and modern style. Today, under Giuseppe Santoni's leadership, Santoni is a global icon known for exceptional quality, bespoke craftsmanship, and a unique design philosophy.

At its core, Santoni embodies authentic humanism, the deep Italian spirit that places the individual at the heart of everything. The brand is a family of 700 artisans, united by genuine relationships and a shared passion for beauty. This close-knit community creates authenticity and evokes positive emotions, enhancing everyday life through their artistry.

As Santoni celebrates 50 years, it reflects on its journey and renews its commitment to evolving artisanal expertise. The brand's mission is to blend time-honoured traditional techniques with modern innovation, ensuring the continuity of craftsmanship. Signature techniques like Velatura hand-colouring and precise construction highlight Santoni's dedication to artistry. Each product reflects the skill and passion of artisans carrying forward centuries-old Made in Italy traditions.

To safeguard its heritage and foster future generations, Santoni founded its own Accademia dell'Eccellenza in 2023 — an initiative designed to preserve and transmit the brand's artisanal knowledge. The Accademia offers an intensive four-week course combining theoretical learning with immersive, hands-on experience alongside Maestri Artigiani, the master artisans who embody Santoni's savoir-faire. Through direct mentorship, students gain deep insight into signature techniques such as Velatura, the Santoni hand colouring technique, and fine construction methods. The program not only ensures the continuity of tradition but also fosters innovation through human connection and lifelong learning. By bridging generations, the Accademia becomes both a cultural custodian and a creative catalyst for the future of craftsmanship. The Maison also partners with initiatives like Adotta una Scuola, powered by Fondazione Altagamma, and La Cultura del Saper Fare course at Istituto "F. Corridoni", in the native Corridonia, helping young people access top-level training.

Santoni's story is one of craftsmanship, family, and human connection — a legacy preserving the soul of its own artisanal mastery: hand-colouring, refined construction, and a dedication to excellence passed down through generations.

# 9

## THE SFA EDUCATION OF EXCELLENCE AWARD



## STAFF INTERNATIONAL

### CRAFTING THE FUTURE OF MADE IN ITALY EXCELLENCE

Founded in 1976, Staff International is a multi-service ecosystem, which transforms ideas into creations. Featuring over 40 years of experience in the fashion industry, Staff International is the production and logistics hub of the OTB Group. Currently, Staff International acts as an industrial platform for some of the OTB brands, including Maison Margiela, Marni, Jil Sander and Diesel's footwear, bags and small leather goods collections. At the same time, the company works on an exclusive worldwide basis with Dsquared2 for the research, product development, production, and omni-channel distribution of its collections. Staff International embodies the spirit of Italian luxury by uniting artisanal heritage, innovation, and sustainable development.

In 2021, Staff International established the Scuola dei Mestieri - School of Craftsmanship, an internal educational path dedicated to preserving and fostering Italy's artisanal know-how. This immersive training program is designed to pass down to the new generation of talent the technical skills and traditions that define Made in Italy's unmatched luxury craftsmanship. The academy offers a six-month internship based on an 80/20 learning approach, combining theoretical lessons with practical workshops and hands-on experience. Students develop expertise in prototyping and gain insight into the production process by visiting Staff International's top manufacturing partners and the ateliers of OTB's brands. The *maestri del sapere*, Staff International's experienced professionals, deliver lectures covering collection development, sustainability, quality control, and logistics, thus providing a comprehensive understanding of the fashion and luxury production cycle.

Reflecting the strategic nature of the project, over 80% of this year's participants have already been hired within the OTB Group, primarily in tailoring, prototyping, and product development roles. This success reflects a significant increase in young people's interest in craftsmanship professions and reinforces Staff International's leadership in nurturing the future of Made in Italy excellence.

As part of the OTB Group, Staff International is fully aligned with the Group's broader vision to support the Made in Italy supply chain—both by enhancing its visibility and providing concrete financial support. Among the key initiatives promoted by the Group are the M.A.D.E. - Made in Italy, Made Perfectly docuseries and the C.A.S.H. (Credito Agevolato - Suppliers' Help) project. The M.A.D.E. docuseries is aimed at shining a light on the fascinating stories of some of the most important partners of the OTB Group, while the C.A.S.H. project allows suppliers to collect their receivables from OTB in advance through a bank and offers them the opportunity to benefit from favourable credit conditions, thanks to the role of the Group that acts as guarantor. Through these comprehensive efforts, Staff International contributes to preserving and enhancing Italy's unique cultural heritage while driving innovation in the fashion and luxury industry.

# 10

THE SFA  
VISIONARY  
AWARD

DURING THE CNMI SUSTAINABLE  
FASHION AWARDS, THE JURY WILL ASSIGN

THE SFA VISIONARY AWARD

# THANKS TO OUR PARTNERS





# VALUE RETAIL



“THE BICESTER COLLECTION AWARD FOR EMERGING DESIGNERS REFLECTS OUR ONGOING COMMITMENT TO INVEST IN CREATIVITY AND CHAMPION NEW VOICES, ESPECIALLY IN TODAY’S LANDSCAPE, WHERE THE PRESSURES FACING YOUNG CREATIVES ARE MORE COMPLEX THAN EVER. IT IS A PRIVILEGE TO STAND ALONGSIDE CAMERA NAZIONALE DELLA MODA ITALIANA, FOR THE SIXTH YEAR, TO RECOGNISE THREE EXCEPTIONAL DESIGNERS MAKING THEIR MARK ON THE INDUSTRY THROUGH INNOVATION, ARTISTRY, AND RESPONSIBLE GROWTH.”

The Bicester Collection is delighted to affirm the next chapter of its partnership with Camera Nazionale della Moda Italiana on the occasion of the CNMI Sustainable Fashion Awards 2025, offering The Bicester Collection Award for Emerging Designers.

The award, which will benefit three emerging sustainable designers, exemplifies the Collection’s commitment to championing talent and delivering positive impact socially, economically and environmentally. During the event one of them will be announced as the winner of the award.

The Bicester Collection is a family of 12 distinctive shopping destinations in Europe, China and the U.S., defined by extraordinary experiences while offering curated hospitality and services to welcome our discerning guests from all over the world. The Villages are located close to some of the world’s most celebrated cities: London, Milan, Munich, Dublin, Barcelona, Madrid, Paris, Brussels, Frankfurt, Munich, Suzhou, Shanghai and coming soon, New York.

The Bicester Collection, is proud to celebrate 20 years of this commitment to unlocking the features of the next generation during which we have offered mentorship programmes, events and pop-up boutiques, such as the Creative Spot, to more than 100 emerging designers across the globe.

The three finalists of The Bicester Collection Award for Emerging Designers 2025 will receive crucial support to help grow their businesses, including access to our mentorship programme and retail opportunities across The Collection.

The Bicester Collection is honoured to partner with Camera Nazionale della Moda Italiana, supporting the next generation of talent that’s reshaping our industry and our world with their creativity and sustainable practices.

## PARTNER OF THE CNMI SUSTAINABLE FASHION AWARDS

### DESIRÉE BOLLIER

CHAIR AND GLOBAL CHIEF MERCHANT FOR VALUE RETAIL,  
CREATOR AND OPERATOR OF THE BICESTER COLLECTION

# FRANCIACORTA



“FRANCIACORTA IS HONORED TO MAINTAIN A LONG-STANDING PARTNERSHIP WITH THE CAMERA NAZIONALE DELLA MODA ITALIANA. THIS COLLABORATION REFLECTS A SHARED COMMITMENT TO PROMOTING THE VALUES THAT DEFINE ITALIAN EXCELLENCE: CREATIVITY, STYLE, CRAFTSMANSHIP, AND SUSTAINABILITY. OVER THE PAST 12 YEARS, THIS ALLIANCE HAS RESULTED IN A SERIES OF STRATEGIC INITIATIVES THAT HAVE CONTRIBUTED TO THE ADVANCEMENT OF OUR RESPECTIVE SECTORS, ALWAYS GUIDED BY A COMMON VISION AND MUTUAL RESPECT.”

2012 marked the beginning of the partnership between Consorzio Franciacorta and Camera Nazionale della Moda Italiana. Franciacorta appointed la moda italiana as its “soul-mate”, the cultural expression to share its distinctive qualities: Italian style, artistic craftsmanship, refined elegance, high quality and sustainable approach.

Consorzio Franciacorta, which is composed of more than 200 members, including wineries and winegrowers, oversees and develops Franciacorta production and promotes Franciacorta as a brand.

Franciacorta is a wine that is the expression of a magnificent territory, where producers work every day to guarantee a unique product; it's been the first Italian wine produced exclusively with the classic method of second fermentation in the bottle to have obtained the highest DOCG oenological recognition and nowadays boasts 20 million bottles sold in Italy and all over the world.

A wine but also a region to be discovered, lying just an hour from Milano. Located in the heart of Lombardy region, Franciacorta, gazing out over the waters of Iseo Lake, offers a rich heritage of culture, history, and natural beauty, all framed by magnificent panoramas and the sensuous contours of its gentle morainic hills.

With almost 45% of organic vineyards and a strong focus on biodiversity, Franciacorta is internationally one of the first appellations for organic viticulture. This trend is constantly increasing, together with the sensitivity of the producers and their desire to protect the future of their territory. Every step taken towards this goal has been supported by Consorzio Franciacorta through numerous projects especially about environmental sustainability and biodiversity.

## PARTNER OF THE COCKTAIL OF THE CNMI SUSTAINABLE FASHION AWARDS OFFICIAL WINE PARTNER OF CNMI

**EMANUELE RABOTTI**

PRESIDENT CONSORZIO FRANCIACORTA

FIUGGI



“THIS PARTNERSHIP WITH CNMI IS A NATURAL STEP IN FIUGGI'S TRANSFORMATION. WE ARE REDEFINING WHAT IT MEANS TO BE A PREMIUM ITALIAN WATER BRAND: QUALITY, HERITAGE AND SUSTAINABILITY MUST GO HAND IN HAND. SUPPORTING SUSTAINABLE FASHION MEANS SHARING A VISION OF EXCELLENCE THAT IS CONSCIOUS, RESPONSIBLE AND FUTURE-ORIENTED.”

### FIUGGI AND CNMI: A NEW CHAPTER OF ITALIAN EXCELLENCE

Fiuggi is rewriting its story. Now continuing under the leadership of Gabriele Benedetto — newly appointed CEO and experienced innovator — the brand's repositioning journey is entering a new and decisive phase. The ambition remains clear: to turn Italy's oldest mineral water into a symbol of modern wellbeing, elegance, and sustainable luxury.

Acqua Fiuggi is now moving beyond the functional to embrace a new identity — one that blends scientific credibility with design, lifestyle, and international appeal. At the core of this transformation lies a deep respect for tradition.

The new Fiuggi is immediately recognisable — starting from the bottle. A full redesign has introduced glass formats with a clean, essential aesthetic, tailored for the fine dining and luxury hospitality world. This is not just about image. The industrial vision behind the brand relaunch includes €40 million in investments over the next five years, aimed at boosting production, upgrading infrastructure, and expanding into strategic international markets such as North America and the Gulf region.

As Official Water Partner of Camera Nazionale della Moda Italiana and of the CNMI Sustainable Fashion Awards, Fiuggi joins a community of designers, artisans and institutions working to make fashion more ethical, circular and transparent. It is a partnership grounded in shared values: excellence, creativity, sustainability.

Environmental responsibility is a cornerstone of the new Fiuggi strategy. The company is implementing energy efficiency plans, adopting recycled materials, and working toward BCorp certification. It is also exploring blockchain-based “Water Credit” models that reward water efficiency and trace reuse — an innovative system inspired by the logic of carbon credits. Fiuggi is no longer just a water with history. It is a brand with a vision — one that flows toward the future, with design, science and sustainability in every drop.

### PARTNER OF THE COCKTAIL OF THE CNMI SUSTAINABLE FASHION AWARDS OFFICIAL WATER PARTNER OF CNMI

**GABRIELE BENEDETTO**

CEO FIUGGI

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



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# CNMI SUSTAINABLE FASHION AWARDS 2025

## EVENT PARTNERS

The Bicester Collection  
Franciacorta  
Fiuggi

## SUPPORTING PARTNERS

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