



REGENESI

## REGENESI AT WHITE MILANO

### FASHION SPOTLIGHTS AIMED AT THE SUSTAINABILITY ISSUE

#WHITESHOWMILANO #SUSTAINABLEFASHION #CIRCULARECONOMY



WHITE Milano is renewed by focusing on the enhancement of Made in Italy and on the culture of sustainability as a lever to trigger real change. It is precisely in the sign of fashion's interest in environmental sustainability that **Regenesi will be present bringing its own experience as a company that for 12 years has invested 100% on the idea of beautiful, ethical and sustainable fashion.**

**Regenesi has started a wide-ranging collaboration with WHITE Milano** aimed at developing a culture of sustainability; contributing as an authoritative **brand and**

**pioneer of the Post Consumer Luxury** to the discussion and comparison on these issues.

**Regenesi today boasts numerous collaborations with world-renowned designers**; last, in terms of news, the collaboration with the journalist **Michela Gattermayer**, recognized for her counter-current approach that always manages to intercept tastes and anticipate trends. A collaboration that gave birth to **Re-Flag**, a bags collection with a minimal and contemporary aesthetic that plays with bold color contrasts and a strong visual impact, created from a fabric made of 100% recycled plastic bottles.

Over that, Regenesi will have many projects to present to buyers and fashion insiders. Starting from "**Regenerate your jeans**", the circular economy project dedicated to the shopkeeper and his customers, where the physical store becomes a meeting place, up to historical collections such as **File Bag**, which today becomes customizable and the consolidated collaboration signed **DainesebyRegenesi**, which gives life to unique accessories in which even the purchase becomes an experience.

From minimal **Fruit Bag** and **MSP Bag** to ultra-feminine **Re-Circle** bijoux.

Creations that enclose the values of this new era in which responsibility, sustainability and creativity represent the future to move forward. Accessories in line with the latest fashion and green trends that want to revolutionize the contemporary lifestyle. True works of **Made in Italy** craftsmanship and industry created from post-consumer material where each object tells a unique story, in which there isn't an end, but a rebirth.

**See you at WHITE MILANO · February 20.21.22.23 2020**

**Base space · via Tortona 54 · stand 99 · ground floor**

#### **Regenesi, beauty is sustainable.**

This is Regenesi, the company awarded Best Circular Economy 2019 in the SME category, which is dedicated to the regeneration of post-consumer materials by transforming them into fashion objects and accessories with an innovative and completely sustainable design. Born thanks to an idea of the entrepreneur **Maria Silvia Pazzi**, the company today represents an excellence of **Made in Italy** in the production of fashion accessories and objects for the home and office entirely made with industrial waste materials, to which Regenesi gives a new life. This is how product lines created by international designers are born and based on a virtuous production cycle that transforms waste into beauty, combining style, functionality and sustainable design. Based in Bologna, Regenesi markets its products through the online store [www.regenesi.com](http://www.regenesi.com) and at a selected network of stores around the world.