



REGENESI

REGENESI AT WHITE MILANO THE DIGITAL FORMAT - THE COLLECTION IN A VIDEO

Advanced craftsmanship and sustainable development. These are the assets of the new edition of **White Milan from February 25 to 28, 2021 that will see Regenesi as a guest of a new, completely digital format.**

To present the news of the *Re-Flag* collection, Regenesi bets on Ravenna's territorial nature, its origin cradle, with a video that turns on the spotlights on the beach dunes in Marina di Ravenna, that behind the lens of *Amaranta Medri* become a simple, yet powerful message: **there is no beauty without respect, for the man and the planet.**

A presentation, a video, and a cast that sees as the main character the Regenesi Crew, from *Maria Silvia Pazzi*, founder and CEO, the artisans that work every day to create sustainable accessories, entirely handmade, until *Michela Gattermayer*, with her unmistakable style and her positive vibes charge.

The first preview of the video will be launched on the White platform and the B2B marketplace, where customers, journalists, and fashion workers, will be able to see it **from February 25.**

On the occasion of this digital edition of White Milan, **the Re-Flag collection enriches itself with new colors, both ribbons and fabric**, maintaining the accessories shapes that have been highly appreciated by showrooms and stores. A collection with a bold, unisex, and contemporary personality, handmade created in Italy from regenerated fabrics and completely sustainable.

*"Inside the collection, there are all the principles of the circular economy. The fabric was born from plastic bottles, the ribbons come from the warehouse of a fashion brand that was sending everything to disposal, and finally, the item has a single-fabric, meaning recyclable. **Once again style and fashion embrace research and eco-design**"* tells Maria Silvia Pazzi.

Regenesi, beauty is sustainable.

This is Regenesi, the company rewarded Best Performer for Circular Economy 2019 in the PMI category, which dedicates itself to regenerate post-consumer materials, converting them into fashion accessories with an original design and completely sustainable. Born thanks to the idea of the entrepreneur **Maria Silvia Pazzi**, today the company represents an excellence of Made in Italy in the production of fashion accessories and design objects for house and office, entirely produced with industrial discarded materials, to which Regenesi offers a new life. This is how product lines signed by international designers are born, based on a virtuous production cycle, that **transform waste into beauty**, unifying style, functionality, and sustainable design.

Based in Bologna, Regenesi commercializes its products through the online store www.regenesi.com and a selected network of stores around the world.