



REGENESI

RE-FLAG

Pitti Uomo 2022

**Regenesi**, the company from Bologna that for more than 13 years has been transforming post-consumer materials into innovative and completely sustainable eco-design fashion accessories, will present at Pitti Uomo 2022 an enrichment of the Re-Flag collection designed with Michela Gattermayer. The collection - as always at Regenesi - is 100% sustainable and entirely made in Italy.

**Duffle, Maxi, Tote and Backpack**, are the protagonists of a complete collection for the daily wear with an agender character, created for a sophisticated and attentive public that favours refined accessories of high Italian manufacturing quality. The line, ideal for travel and to showcase an eco-sustainable look, is enriched by **two functional clutches**, essential to contain cell phones, PCs, tablets or personal beauty.

The accessories, made with a fabric that comes from the recycling and regeneration of plastic bottles, are soft to the touch, presented in beige and gray, with polyester shoulder straps, recovered from the warehouse of a fashion brand, otherwise destined for disposal. The entire collection is available with the maxi print, designed to indicate the number of plastic bottles used to make the different products: for example, I WAS 16 BOTTLES!



REGENESI ReFlag Duffle

**REGENESI** mod. RE-FLAG DUFFLE: Metropolitan and contemporary style for the bag made with a fabric that comes from the recycling and regeneration of plastic bottles. The Duffle bag, perfect for leisure time, travel and sport, has an eco-chic character characterised by strong color contrasts.



REGENESI ReFlag Maxi

REGENESI ReFlag Tote

**REGENESI** mod. RE-FLAG MAXI: The eco-sustainable maxi shopping bag is the perfect ally of every daily routine; made from a fabric that comes from the recycling and regeneration of plastic bottles, it is an unconventional bag with a color block aesthetic.

**REGENESI** mod. RE-FLAG TOTE: Comfortable, roomy, and versatile this eco-sustainable bag, functions both as a shoulder or a handbag, with a soft and pleasant texture to the touch, it is made from a fabric that comes from the recycling and regeneration of plastic bottles. The fabric is combined with a ribbon with a pleasant contrasting effect, recovered from the warehouse of a fashion brand.



*REGENESI ReFlag Zaino*

**REGENESI** mod. RE-FLAG BACKPACK: The Re-Flag backpack, an eco-sustainable accessory ideal for every daily routine, derives from a fabric that comes from the recycling and regeneration of plastic bottles. Perfect for the most dynamic days. Roomy, comfortable to wear, and with a unique and impactful aesthetic. Also available for the first time in beige with contrasting burgundy ribbon.



*REGENESI ReFlag Clutch*

*REGENESI ReFlag Midi Clutch*

**REGENESI** mod. RE-FLAG CLUTCH: A fashion accessory with a versatile soul, which can be used as a handbag for the daily wear or as an organiser insert to complement the other accessories in the Re-Flag line. It is accessorised inside with a maxi pocket and four smaller organisational inserts for the most precious objects or to keep close at hand.

**REGENESI** mod. RE-FLAG MIDI CLUTCH: The Midi Clutch is a multifunctional accessory, which can be transformed from a day bag into a clutch to store inside one of the Re-Flag travel bags or even hang on knobs and hooks, thanks to a hidden eyelet on its flap. Inside, two large pockets, one open and one closed, to secure everyday objects and two front pockets for storing smaller items.

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*#RegenesiStyle #RegenesiGreenCommunity #SustainableFashion #SustainableDesign #SustainableLifestyle  
 #SustainableBrand #EthicalBrand*

**Regenesi, beauty is sustainable.**

This is Regenesi, the company rewarded Best Performer for Circular Economy 2019 in the PMI category, which dedicates itself to regenerating 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 home 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 transforms waste into beauty, unifying style, functionality, and sustainable design.

Based in Bologna, Regenesi commercialises its products through the online store [www.regenesi.com](http://www.regenesi.com) and a selected network of stores around the world.

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