



Botto Giuseppe

A SUSTAINABLE COMPANY





The planet we live on
is our home: if we support it,
we sustain ourselves

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The Botto Giuseppe company is convinced that the road to sustainability is also a new form of luxury. Sustainability is thought that translates into profound strength in all steps along the supply chain to obtain excellent results in terms of products, people and workplaces

Sustainability: the new luxury

A SOCIAL RESPONSIBILITY





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A social responsibility: fast fashion vs slow fashion



For years people have been talking about protecting the planet and its population. Now more than ever it is simply necessary to apply these concepts to fashion

Today, humanity is living a non-sustainable lifestyle. We consume resources more quickly than they are able to regenerate with the following consequences: **environmental decay, climate change, overconsumption, overproduction and demographic growth.**

Sustainable development involves satisfying present needs without compromising those of future generations. This is created through an ecological system organised to maintain constant balance: we must use fewer natural resources that can be renewed.

FASHION IS ONE OF THE INDUSTRIES THAT PRODUCES THE HIGHEST RATE OF POLLUTION AFTER ELECTRICITY, HEATING, AGRICULTURE AND TRANSPORT

To date, 40 million people work in the fashion industry and the production system causes serious damage to the production chains. The paradox of fashion pushes people to spend more in a shorter length of time. The company is responsible on every level of the production chain for finding solutions and transforming the system which includes offering eco-sustainable fashion and ethical fashion.

Ethical and not just aesthetic fashion concepts can be developed based on:

- **Social equity linked to social responsibility**
- **Ecological stability linked to environmental responsibility**
- **Economic feasibility linked to correct price-quality ratio**

Brands that are more sensitive to ethical issues are tasked with starting the counter trends.

SLOW FASHION ARE PRODUCTS THAT FEATURE DURABILITY OVER TIME AND ENVIRONMENTAL BENEFITS THE NECESSARY CONDITION IS TO INVERT THE PURCHASE APPROACH ENCOURAGED BY SHORT-LIVED FAST FASHION.



*“Buy less, choose well”
- Vivienne Westwood -*

The use of excellent materials for objects produced in research laboratories are the key to guaranteeing longer lasting products and establishing brand heritage and continuity.

Nice to have products become **Must have** products due to their quality and beauty along with the levels of specialisation and exclusiveness that they represent.

The effects of making choices balanced between ethics and durability involves saving money along with the resources required for managing the product's entire life cycle.



Creating products with materials that come from sustainable production has a cost that the brand and the final consumer can see as an investment in a better future

Very soon, brands will be forced to respond to the demands of consumers who assess products keeping environmental impact in mind: every phase, from raw materials to finished garment will count.

Economical sustainability is linked to social responsibility and priority is not given only to investors but to all *stakeholders*. Maximizing profits is not the only objective.

TO OBTAIN LONG-TERM GROWTH, WE NEED TO ADOPT THE 3P MODEL: THE ABBREVIATION STANDS FOR **PROFIT, PERSON AND PLANET**

1. THE DESIGNER

When creating a fashion product the designer can aim for products with low environmental impact that last for a long time

2. THE MATERIALS

It is crucial to find natural materials that produce less pollution such as fibres of animal origin (wool, silk, cashmere, alpaca) or plant origin (linen, hemp, cotton).

3. PRODUCTION

Processes should be created that reduce CO2 emissions and water consumption through renewable energy

4. DYES

Fashion producers should choose dyes with low environmental impact and dispose of chemicals properly

5. WORK CONDITIONS AND SOCIAL RESPONSIBILITY

Companies must adopt ethical work methods that consider worker well-being and defend the country system through support for the territory and "Made in Italy"

6. TRANSPARENCY

Openness and honesty with corporate stakeholders can impact consumers all over the world, who will support companies that become transparent with clear information and traceability of origins of materials and production locations and methods

OUR COMPANY AND THE FASHION INDUSTRY IN GENERAL IS LOOKING TO THE NEW GENERATION OF INFLUENCERS THE GROUP OF PEOPLE BORN BETWEEN 1980 AND 2000 KNOWN AS **MILLENNIALS**



Millennials were born in the digital era: they are strongly oriented towards communication and the opportunities offered by new media. In the coming years they will have a greater spending capacity and they are very interested in buying sustainable products. Today millennials have all of the new products the market can offer on their smart

phones. They can buy products quickly and evaluate their reliability in terms of price-quality ratio. Attentive to processes that involve textile industries, when purchasing clothing, they want to know about sustainability certifications.

The importance of broad topics like health environmental protection and social impact is strongly supported by the need to purchase products that provide transparent information regarding history and origin.

They are less loyal to brands and often change their tastes and styles, also given their ability to travel more and expand their own horizons. Traceability and information on labels are values that younger generations look for, which are also supplemented by product communication issued by companies. People in a framework of total and absolute transparency.



*Through sustainable fashion
Botto Giuseppe wants to establish
harmonious relations both
with the environment and with people
in a framework of total and absolute
transparency*

Our green vision

OUR SUSTAINABLE COMMITMENT



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The sustainable luxury: Naturalis Fibra and the farms



*We travel all over the world
to find the best raw materials from farms
that share our same attentiveness
for safeguarding the environment*

Sustainability is the philosophy that translates into an effort that permeates all passages of the supply chain, to obtain excellent results in terms of products, people and work places. Yarns in the Naturalis Fibra range come from selected farms in Asia and Oceania. Most are processed in the Cascami Seta facility in Tarcento, in province of Udine, which the family has owned since 1985

*By pursuing sustainable fashion Botto Giuseppe
is establishing harmonious relations both with
the environment and with people in a framework
of total and absolute transparency*



Naturalis Fibra is a new collection of yarns and fabrics that has two common denominators: natural fibres that safeguard the environment and the ability to comply with the **three fundamental criteria** for maintaining excellence in a sustainable process

1. A SEARCH PROCESS TO FIND NATURAL MATERIALS AND PRODUCERS THAT MEET THE CRITERIA OF TRANSPARENCY AND SUSTAINABILITY
2. A PRODUCTION SYSTEM THAT IS LESS INVASIVE FOR THE ENVIRONMENT
3. ATTENTION TO TREATMENTS AND COLOURANTS WITH A LOW ENVIRONMENTAL IMPACT



WOOL IS THE ULTIMATE SUSTAINABLE FIBRE: IT IS DUCTILE, DURABLE AND BIODEGRADABLE, A NATURAL FORM OF INSULATION BUT ADAPTABLE TO CLOTHING FOR ALL SEASONS.

Wool is a natural fibre, **100% renewable and biodegradable**, made up of keratin protein molecules similar to those found in human hair. Wool is made with a simple mixture of natural elements: water, grass and sunlight





The Congi farm, located 30km west of Walcha is the biggest in Australia's New South Wales region where Sydney is also located. For over a century the farm has been breeding 25,000 merino sheep

Now in their fourth generation the Field family produces exceptionally high quality wool (**superfine and ultrafine Merino wool**) using ultra-modern technology and sustainable certified herd management processes.



This type of technology can avoid contamination caused by stagnating water. Each sheep has a microchip (tag) that collects data about the animal: microns, staple length, resistance, standard deviation and shearing history.

After shearing the sheep on **the CONGI farm** are **Mulesinf-free**. This means the sheep are not subjected to mulesing a procedure that involves removing a part of the skin near the buttocks of the animal to prevent infections caused by maggots. The use of non-toxic spray guarantees animal health and safeguards the environment.



Their herd rotation system ensures that pastures are changed every 4 days allowing them to improve the land and favouring the replenishment of food. The conditions of the pastures influence the quality and length of the sheep's fleece. Constant flow water troughs guarantee herd health.



The Bell family has been synonymous with wool production on the picturesque Kangaroo Island for three generations. The Bellevista farm which is constantly seeking out new farming technologies handles 12,000 sheep producing 400 bales of wool each year



Alternating rapeseed cultivations with sheep pasturing allows the land to recover due to the use of natural fertilizer. **Merino wool**, called Bellwool has a fineness of 18 microns: remarkable sheen and density because of the **favourable weather conditions on this unspoilt island**.

All these qualities make this wool an **excellent product for the fashion and luxury sectors**. Botto Giuseppe is working with two different farms on Kangaroo Island.

TYPES OF WOOL

- Slowool 2/60*
- Slowool Light 2/48 and 2/30*
- Bellewool 2/48*





The Ga Cha farm is located in the Alashan region in China, where the finest cashmere in the world is produced

Goats are raised in a habitat with bitterly cold winters and scorching summers. Their resilience under extreme conditions results in a soft, fine fleece, which is the source of a very high quality fibre.

Each goat yields about 250 grams of undercoat of a fineness of between 12 and 15 microns. Direct business with breeders allow us to obtain a more acceptable price for all concerned, and a traceable and monitored supply chain.



TYPES OF
CASHMERE

Flair 2/28 e 2/48



SUSTAINABLE INDUSTRY

Sustainable luxury: silk and fabrics

Silk is the star of spring-summer fashion collections



The production of Indian **Slowsilk** features the absence of pesticides. This process yields sustainable and ethical silk thread.

Silk maintains its sustainable characteristics even though it has a less brilliant sheen. This is a “*cruelty-free*” silk that does not involve killing the silkworms. The silk is harvested from what remains of the cocoons after the moths are hatched.

FOR OVER A CENTURY, THE BUSINESS CULTURE IN OUR DISTRICT HAS BEEN ONE-OF-A-KIND A PRICELESS PRODUCTION SYSTEM BECAUSE OF THE KNOW-HOW THAT LINKS THE PAST TO THE PRESENT



Fabrics

Mulesing-free fabric is made with slow-wool that comes from selected farms using 17.5 micron fibres with guaranteed traceability.

Natural born cashmere are fabrics woven in pure combed stretch cashmere made without dyeing the tops or the wool and using the hair in its natural colours.

Fluoride-free fabric is treated with water-repellents made with products that do not contain fluorocarbon molecules.

TELLING THE STORY OF EVERYTHING THAT GOES INTO A PRODUCT BRINGS PRECIOUS ADDED VALUE TO OUR INDUSTRY



Il jersey

Mulesing-free jersey maintains all of the characteristics of softness and versatility that derive from using combed carded Slowool.



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Our sustainable commitment: our facilities



The Croisis dam, Tarcento in the province of Udine

To date our global energy report allows us to proudly confirm that 100% of the energy we use comes from renewable sources

In the future efficiency and energy savings producing electricity from renewable sources cogeneration and optimisation of production processes will be increasingly strategic issues.

During the past ten years Botto Giuseppe e Figli Spa has invested considerable economic and human resources into developing environmentally sustainable projects.

Vallemosso Facility

The installation of a high performance cogeneration plant (producing electricity and thermal energy) will allow us to self-produce approximately **7,000,000 kWh**.

The thermal energy generated as steam will be used by technological systems (finishing and dyeing machines) and the hot water will be used to heat the facility departments during the winter. Therefore, we will save ca. **526,000 m3** of methane and approximately **350 t/h of CO2**.

By installing inverters on air-conditioning units, replacing the compressed air station with new generation compressors, modernising pumping stations and burners at the thermal power station and replacing fluorescent lamps with LED lamps the company has saved about **2,000,000 kWh/year**, equal to ca. **885 t/year of CO2**.



The Vallemosso facility in the province of Biella

The Tarcento Facility

The hydroelectric station produces ca **8,000,000 of kWh**, equal to ca. **3,376 t/year of CO2 saved**. Photovoltaic panels installed on the roof produce ca. **230,000 kWh/year**, equal to ca. **97 t/year of CO2 saved**.

The factory uses ca. **3,500,000 kWh** for its own needs and the rest is fed into the grid.



The Tarcento facility "Cascami Seta" in the province of Udine

CORPORATE RESULTS AFTER INVESTMENTS

from 70 to 100%
PRODUCTION OF RENEWABLE ENERGY

from 20 to 30%
ANNUAL REDUCTION IN CO2 EMISSIONS

3.000.000 kwh
ELECTRIC ENERGY SAVED

360.000 m3
METHANE GAS SAVED



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*Sustainable luxury:
The Cradle to Cradle Products Innovation Institute*



*Social responsibility is one of the great issues
centered on environmental impact.
Certifications guarantee transparency
and sustainability*

Botto Giuseppe has chosen one of the best known certifications: **Cradle to Cradle™** which certifies that all components of the production go through five different quality categories: type of materials, reuse of materials, renewable energy and carbon management, water management and social equity. Every two years, products are reassessed to obtain new certifications.

The Cradle to Cradle Certified™ Product Standard leads designers and producers through a process of continuous improvement. The product receives a success level in each category **bronze, silver, gold or platinum** - reaching the lowest quality level determines the overall level.

Product assessments are carried out by an independent qualifies organisation. Assessment summary reports are analysed by the institute, a **C2PII certifier**, which ensures that products meet standard requirements and allows producers use **Cradle to Cradle Certified™** brand licenses.

The Material Health Certificate uses the **Cradle to Cradle Certified™** Product Standard assessment method to provide producers with a reliable procedure for identifying the value of their work in creating chemically optimised products.

It supports the growing industry and consumer interests in these issues:

- **identification of chemicals in products and in the supply chain**
- **Elimination of harmful chemicals in favour of safer chemicals**
- **Commitment to continuous improvement to achieve more eco-friendly chemicals**

Requirements necessary for obtaining a certificate confirming the integrity of materials are identical to those on each level of the **Cradle to Cradle Certified™ Product Standard** section, in addition to the requirement of continuous improvement/ optimisation.

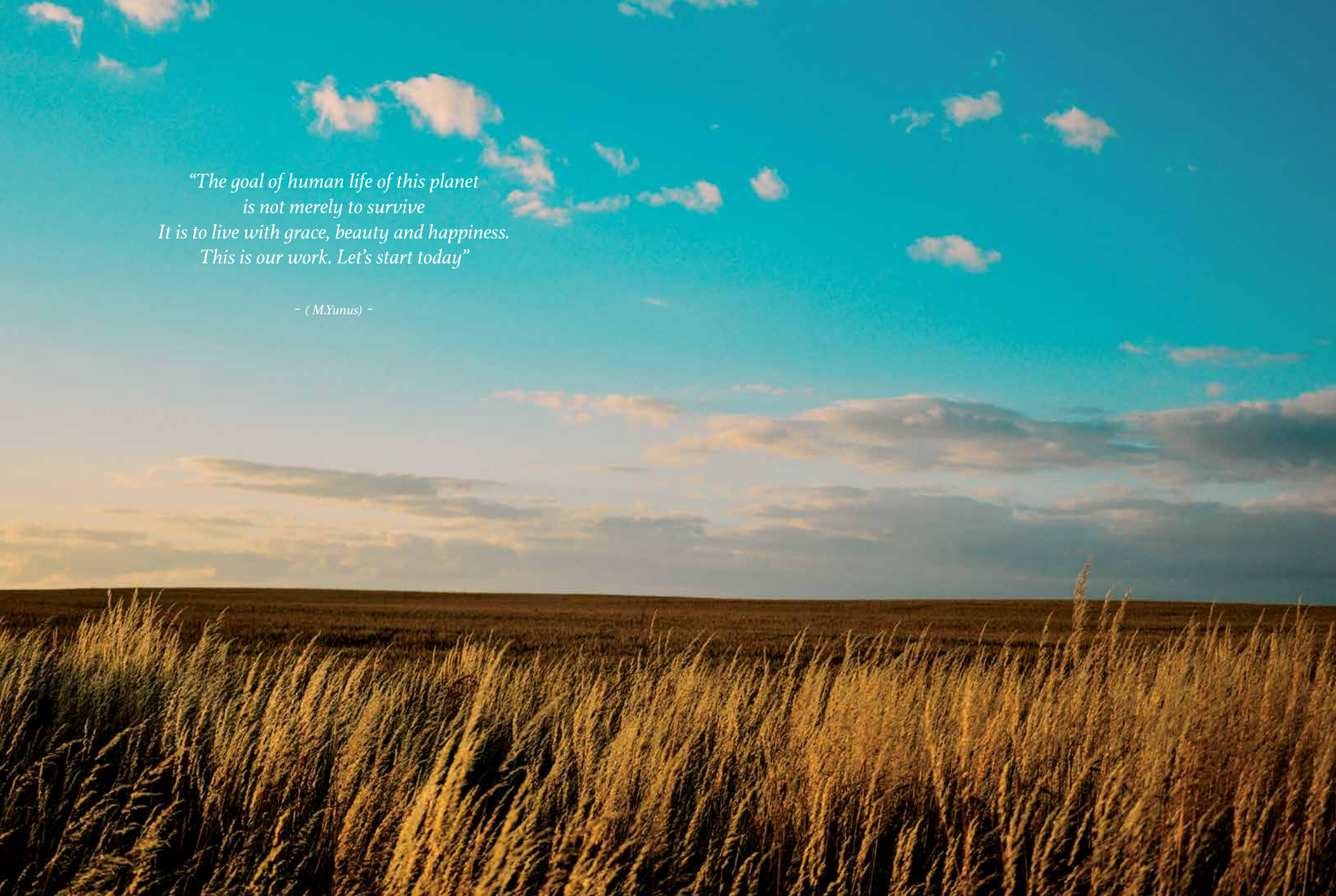
IN 2017, WE REACHED THE GOLD LEVEL CERTIFICATION FOR OUR NATURALIS FIBRA YARNS.

All products are dyed with highly selected and controlled solid reactive colourants with the oversight of **Eco Intelligent Growth** working under the same principles as the **Cradle to Cradle™** certification within the **Fashion Positive Initiative** framework, which guarantees excellent performance at a low environmental impact.



CRADLE TO CRADLE CERTIFIED PRODUCT SCORECARD

MATERIAL HEALTH	PLATINUM
MATERIAL REUTILIZATION	GOLD
RENEWABLE ENERGY & CARBON MANAGEMENT WATER STEWARDSHIP	GOLD
SOCIAL FAIRNESS	GOLD
OVERALL CERTIFICATION LEVEL	GOLD



*“The goal of human life of this planet
is not merely to survive
It is to live with grace, beauty and happiness.
This is our work. Let’s start today”*

- (M.Yunus) -



This booklet was printed
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