



Project author or developer:  
**rewoolution italia**

Where:  
**IT / Italia / Biella**

Website:  
<https://www.rewoolution.it/index.php?lang=en>

Rewoolution makes garments inspired by avant-garde : a line in pure Merino wool, completely free of synthetic fibres and designed for people who love doing sport in close contact with nature. A line that revolutionises the idea of wool, now no longer a fibre that itches but something softer, lighter, anti-bacterial, that eliminates odours and is highly breathable. Innovation, "green" sensibility and respect for our local craftsmanship heritage work for a more genuine "Made in Italy" concept. Rewoolution has "sewn together" the values of the past with those of the future. New Zealand is where the process starts, where the best sheep are raised, and the start of a production quality trace that exclusively follows the fibre to the Biella factory. This total transparency is symbolic of all-round industrial excellence. Rewoolution is all "Made in Italy". Rewoolution is produced by the only wool mill in the world that holds the EMAS (Eco Management and Audit Scheme) environmental certification. This is a European Union initiative designed to monitor and improve companies' environmental performance. Based on detailed analysis of a company's strategies, choices and business systems, this sophisticated eco-management system makes it possible to achieve high levels of safety and rationalisation of production processes: the constant drive to improve efficiency in our environmental performance is in itself a source of value added.

