



It feels so precious.

#BEMBERG2020 – Bemberg™ debuts a full range of smart fabric collaborations empowering sportswear and athleisurewear with a sustainable imprint

ISPO - January 26th -29th, Munich, Germany: Booth B4.430 BN05

January 2020 – Bemberg™ products including its now-iconic cupro fiber are made from a cotton linter pre consumer material, a natural derived source, and a truly unique one in the smart fiber arena that doesn't deplete forestry resources.

In Munich, the company is pleased to announce its ultimate collaborations with Sidonios Malhas, SA. They have created Jacquard jersey with a very interesting look and graceful touch for the athleisure solutions.

Matias & Araujo which has developed, using ZUE's Bemberg™/Polyamide intermingle yarn, a unique beautiful touch and physical property that suit the athleisure markets; and leading manufacturer of smart jersey TINTEX Textiles created a delicate and luxurious 100% Bemberg™ interlock with silky touch guaranteed by Plummy Technology®, GOTS certified light, fluid and soft Jersey that combine Bemberg™ with organic cotton enriched by the Naturally Clean® technology.

Bemberg™ also presents unique fabrics made in Japan with a special technology of combined yarn through texturizing process and blended yarn.

Bemberg™ by leading materials manufacturer Asahi Kasei is the sole maker of one-of-a-kind, matchless, high-tech natural fibers with a unique touch and feel as well as unique performances such as moisture control and is antistatic.

Atop the exquisite and precious touch, Bemberg™ fabrics are imbued with circular economy - from its source, manufacture and end-of-life. It is all supported by the LCA study, signed by ICEA and validated by Paolo Masoni, confirming a new quality profile and standard with a more responsible and unique position today. Full GRS certification, Oeko-Tex 100, ISO 14001, & Eco-Mark. Bemberg™ also has a new Compostability Certification.

The participation at ISPO 2020 is the second step of a global tour pointing to some of the most cutting-edge design innovations on planet Fashion. #Bemberg2020 kicked off in Florence for Pitti Uomo and continued at Première Vision NYC. At each 'sustainable pit-stop' the company will showcase a different aspect of its multitasking and sustainable imprint.

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About Bemberg™

Bemberg™, by Asahi Kasei, is a one-of-a-kind, matchless and original, new generation material made from the smart-tech transformation of cotton linter pre-consumer material, converted through a traceable and transparent closed loop process. Made in Japan, Bemberg™ also delivers on laboratory verified end of life options, and a finalized LCA study, signed by ICEA. Today an INNOVHUB report confirms that Bemberg™ filaments disintegrate at 100% and that Bemberg™'s very low concentration of hazardous substances complies with the limits specified by the UNI EN 13432. This important step builds and confirms a new quality profile that helps define Bemberg™'s more responsible position today, and to also measure the smart improvements for tomorrow. It is a unique and contemporary innovation designed for beautiful fashions everyday. Bemberg™ is cool and sensual with a unique, supple drape. It is antistatic and breathable while its soft versatility make it perfect for The Modern Wardrobe fashions, athleisure and everyday casual wear. Asahi Kasei also offers the market a unique family of advanced fit stretch yarns. Branded ROICA™, they are designed to improve and shape the way we live better today.

Bemberg / Bemberg™ is the brand name of the regenerated cellulose fiber cupro, produced only by Asahi Kasei.

Bemberg™ is also partner of C.L.A.S.S.

C.L.A.S.S. (Creativity Lifestyle and Sustainable Synergy) Leading the way since 2007, we are a unique multi-platform HUB based in Milan specialized in integrating a new generation of eco values into your fashion and home product and company. These new values are needed to speak to a new, smarter and contemporary conscience consumer. C.L.A.S.S., founded by Giusy Bettoni, introduces a new way of design thinking that represents a shift in culture, which enables your business to be competitive and socially innovative.