

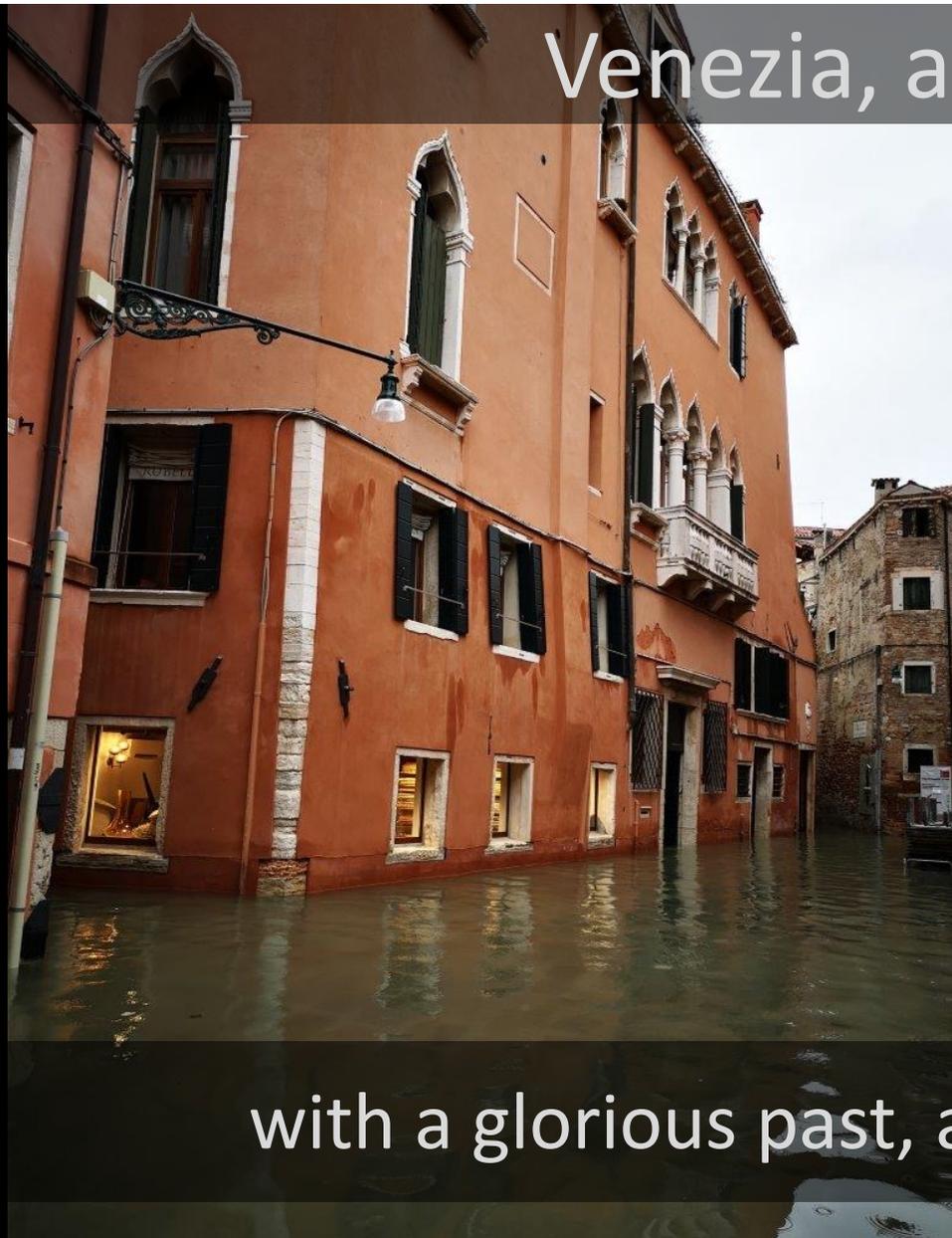
# Transitioning the textile-fashion industry towards greater sustainability



Andrea Favaretto Rubelli



Venezia, a fragile city

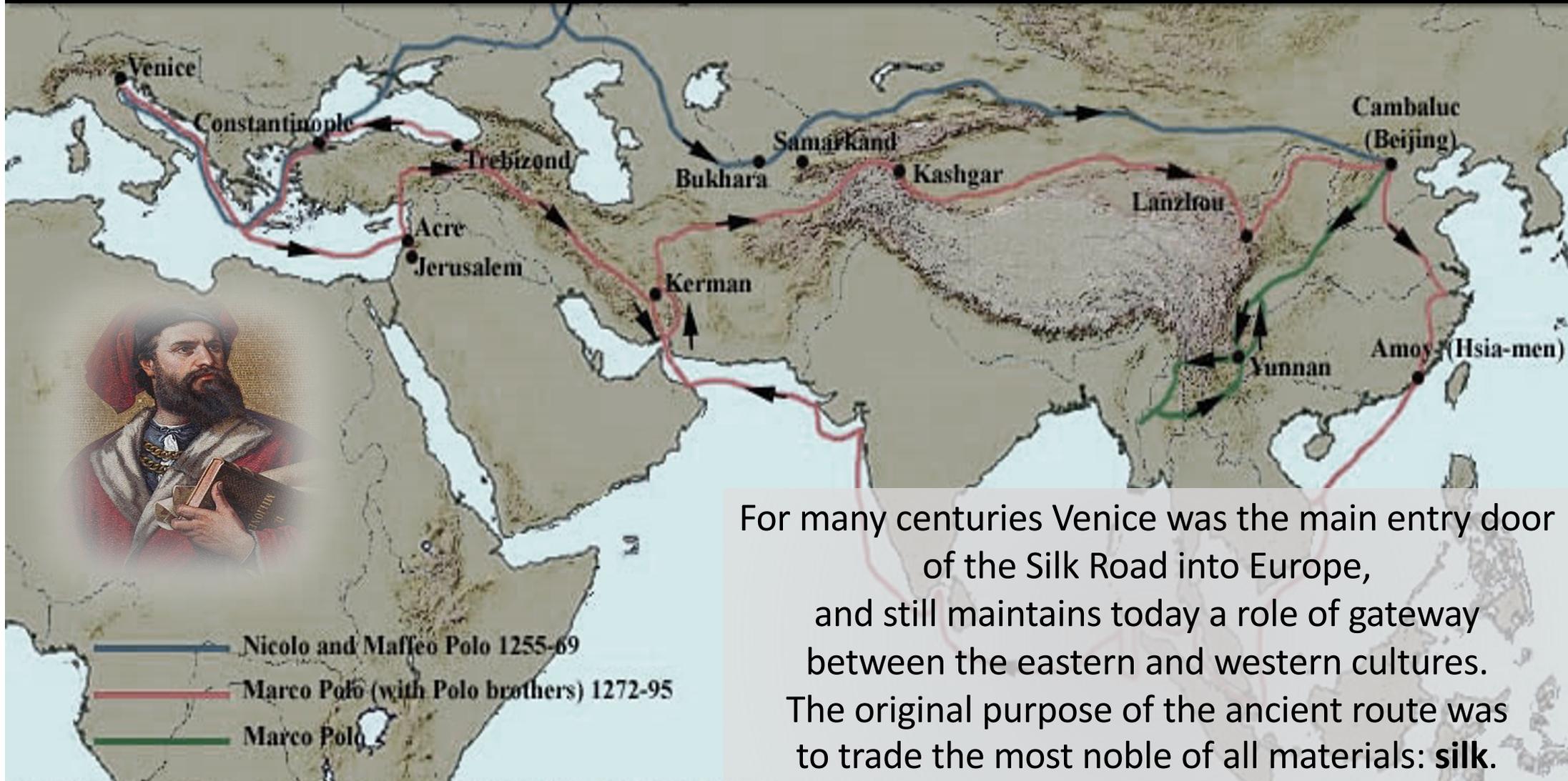


with a glorious past, and a promising future

# A City of Merchants



# The Silk Road and Marco Polo



For many centuries Venice was the main entry door of the Silk Road into Europe, and still maintains today a role of gateway between the eastern and western cultures. The original purpose of the ancient route was to trade the most noble of all materials: **silk**.

# I MESTIERI DELLA MODA A VENEZIA

The Arts and Crafts of Fashion in Venice,  
from the 13th to the 18th century



1797 - 1997 Bicentenary of the overthrow of the Serenissima

European Academy & Accademia Italiana  
London



Venice Fashion Capital of the Renaissance

Venice manufacture,  
beyond silk weaving:

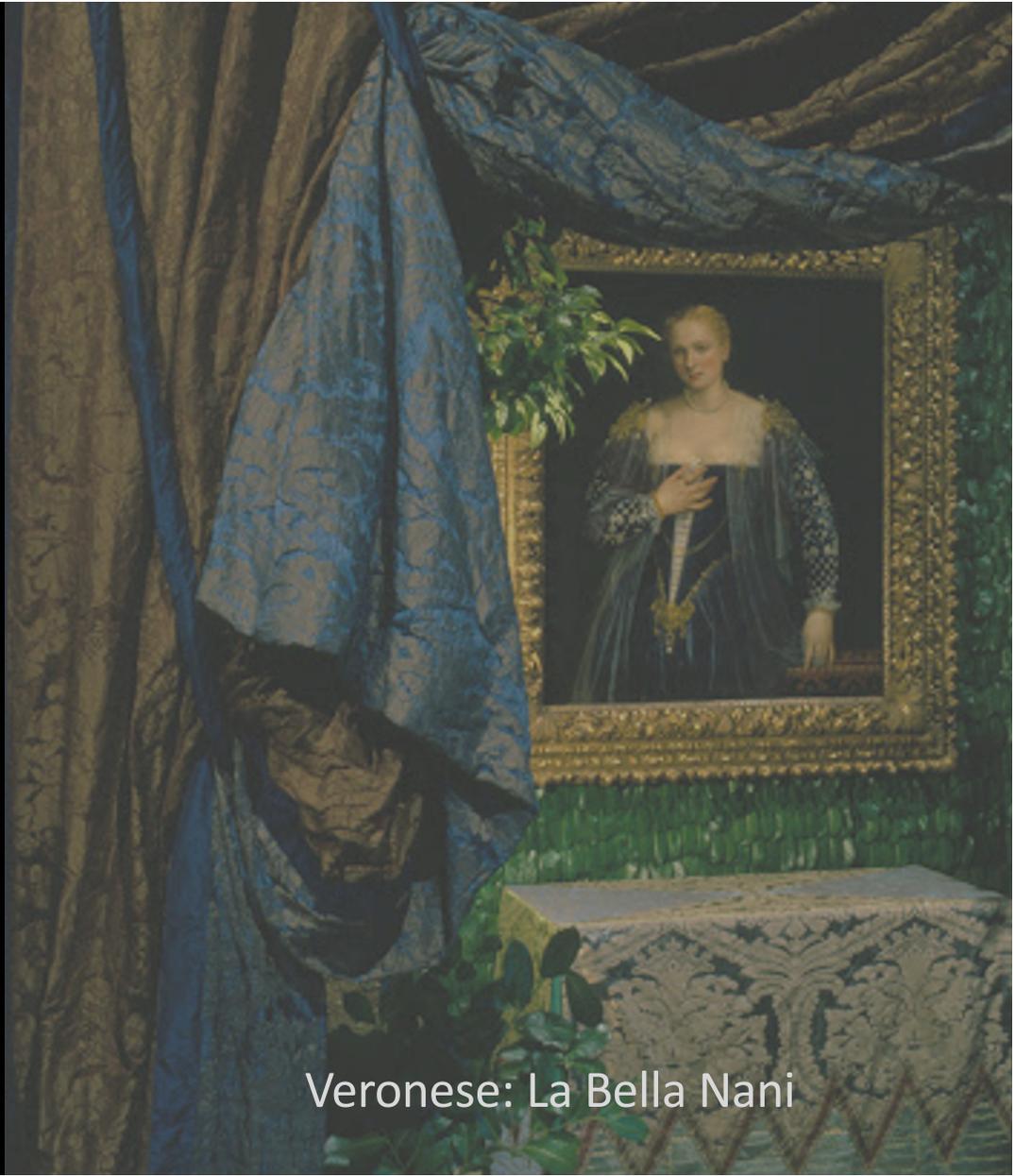
wool weaving, dyeing, tailoring,  
lace, shoeware, perfume, jewelry,  
and more.

Eye-glasses were invented in Murano.





Tiziano: Caterina Corner



Veronese: La Bella Nani

# “Scuole” and “Parangon”

For every craft a corporation existed – the “**Scuole**” – that coordinated and ruled all activities rigorously. Including welfare.

There was also a central quality control department in Rialto, the “**Parangon**”, who inspected all goods Made in Venice before they could be sold.



# Venezia and fashion today



Starting XVIII century, most manufacturers delocalized from the islands of Venice to the mainland.

Some are world leaders today; masters in combining tradition, craft, innovation and style:

Female luxury shoes - Riviera del Brenta  
High jewelry - Vicenza  
Eyeglass district – Belluno  
and more.

# The Rubelli Family

1706: Cesare Rubelli  
receives 155 ducats  
for dyeing the sails  
of the Venetian fleet  
**in red**









The Rubelli Foundation, Ca' Pisani Rubelli, Piscina San Samuele

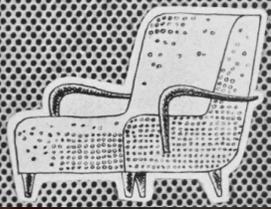
G. B. Tripolin Succ.  
**Lorenzo Rubelli  
& Figlio S. A.**  
*Trieste - Venezia  
Firenze - Roma*

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N. *714715*  
Col. *H 1456*  
Alt. *095*  
Lit. *100*

Made in Italy

Silk Velvet«Punteggiato» - Gio Ponti for Rubelli, 1934



SUSTAINABILITY

Social

Environmental

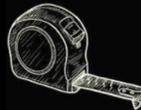
Economic

# 4 Pillars of **Environmental** Sustainability

## Textiles & Fashion



To Trace



To Measure



Durability



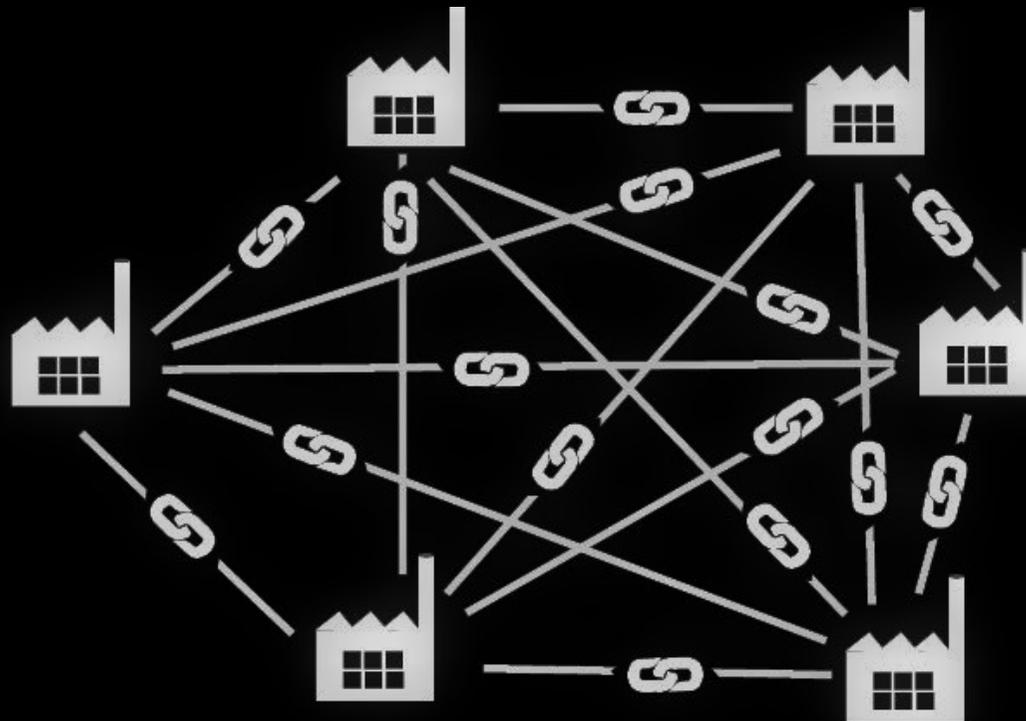
Circular Economy

# Tracing the Fashion Supply Chain



# Tracing the Fashion Supply Chain

BLOCKCHAIN



# Measuring: Lifecycle Assessment (LCA)

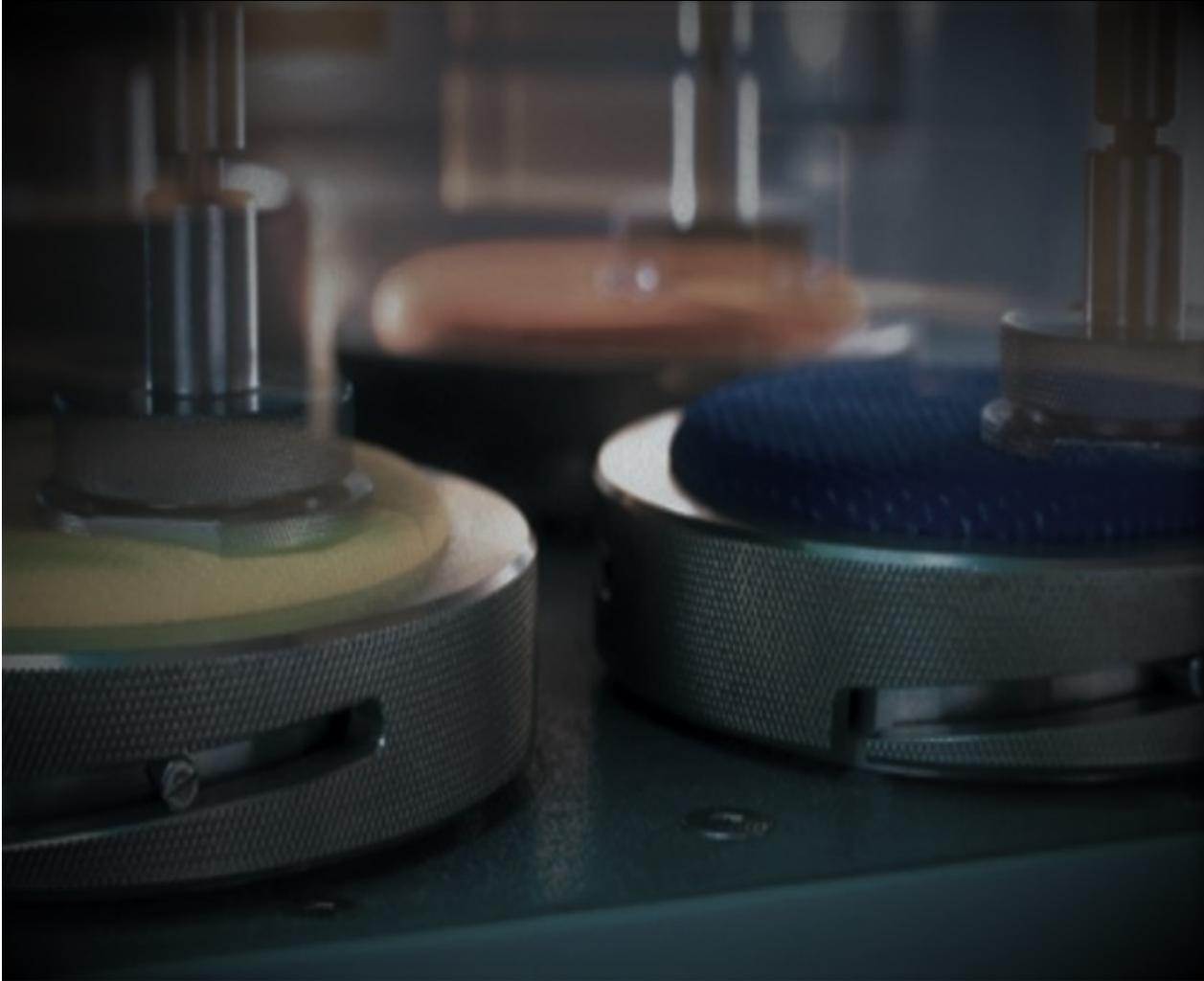


By assessing the **Environmental Footprint** associated with every stage of a product lifecycle we obtain the:

- ❖ **PEF**: Product Environmental Footprint
- ❖ **OEF**: Organization Environmental Footprint

2 methods: Cradle-to-Gate or Cradle-to-Grave

# Durability: Robust and Repairable



# Durability: 2<sup>nd</sup> Hand Market



Armadioverde

Clothest

Depop

Maimesso

Rebag

Rebelle

TheRealReal

The Luxury Closet

Vestiaire Collective

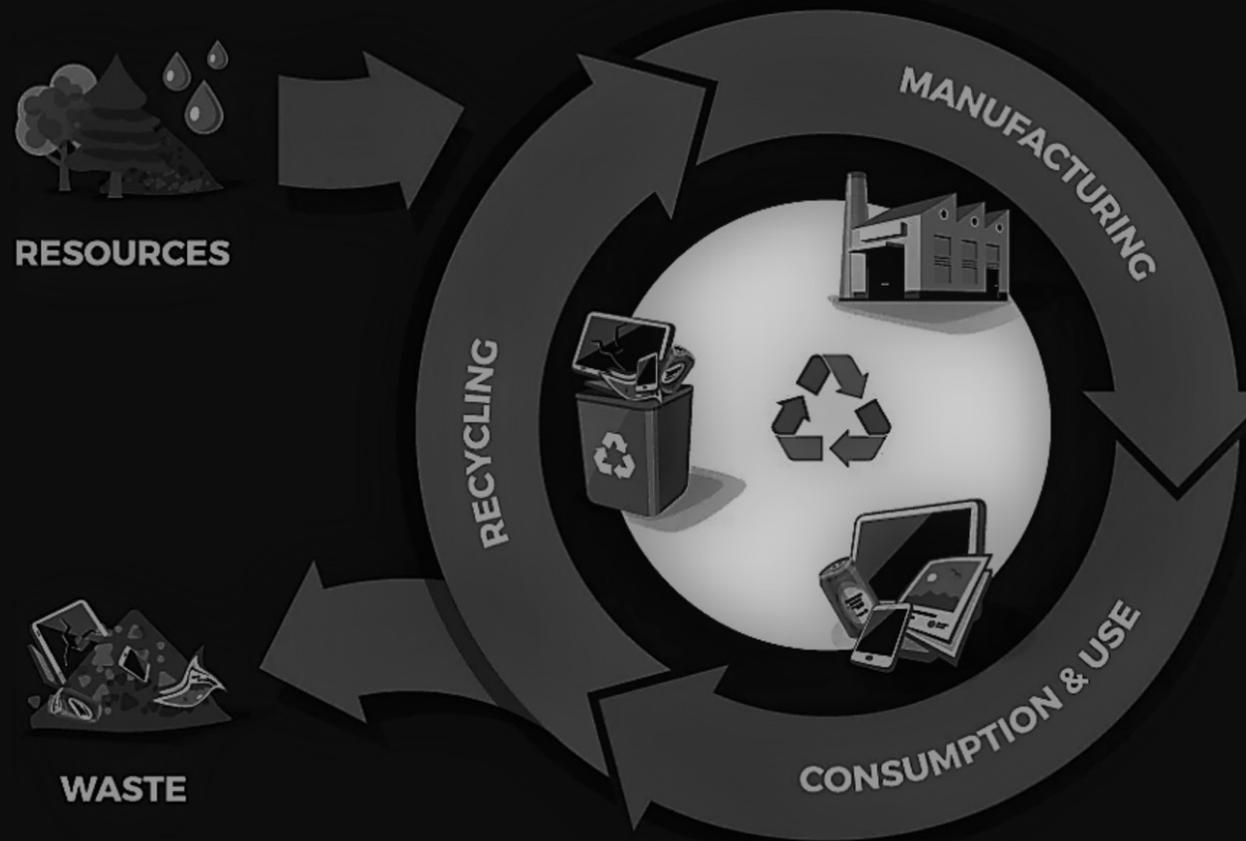
Vide Dressing

Vinted

Zalando 2<sup>nd</sup> hand

and more...

# Circular Economy



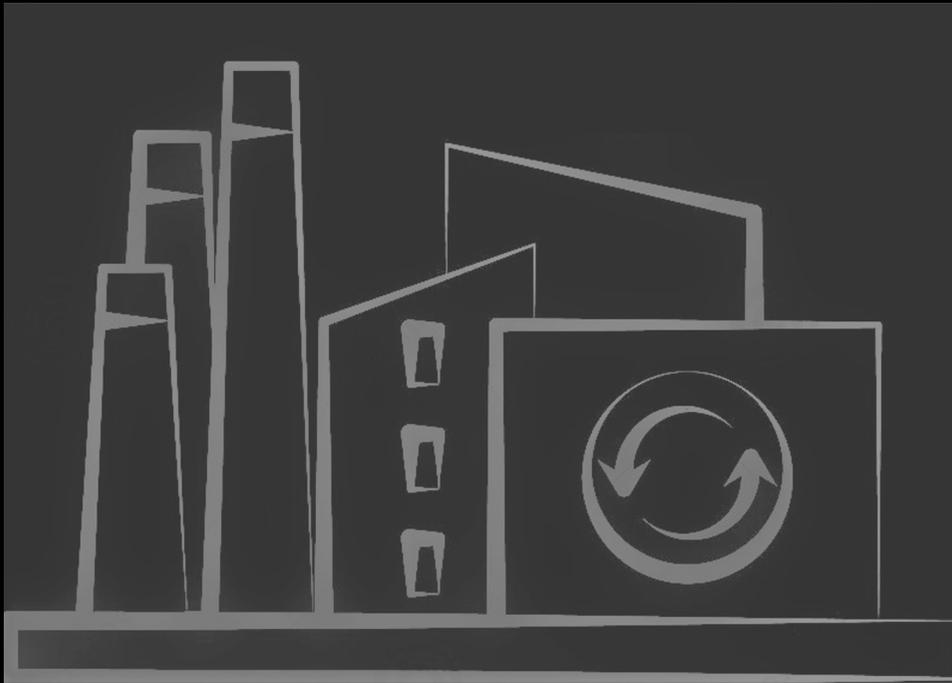
# Circular Economy

## Eco-Design



# Circular Economy

## Textile Recycling Hubs



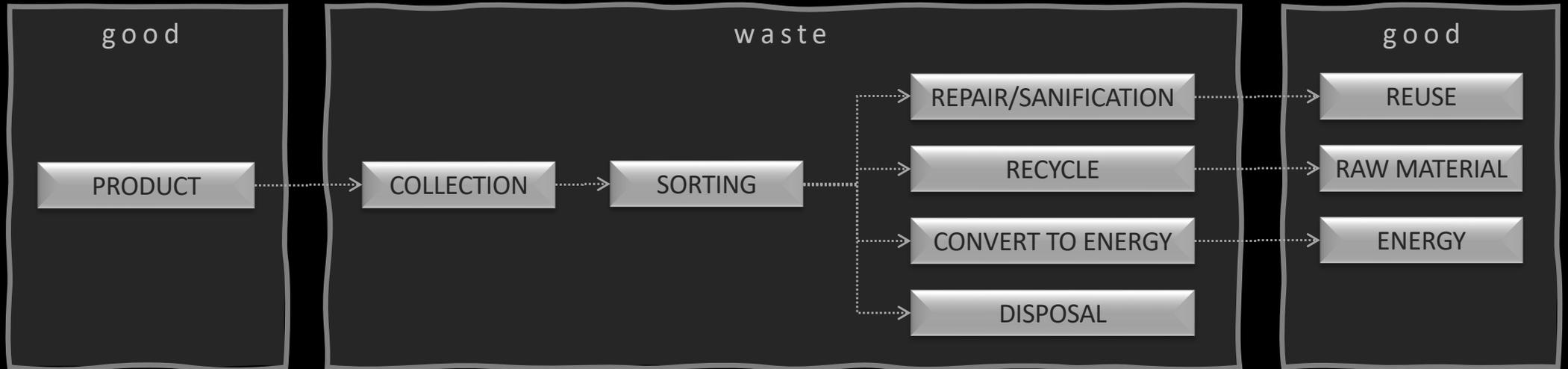
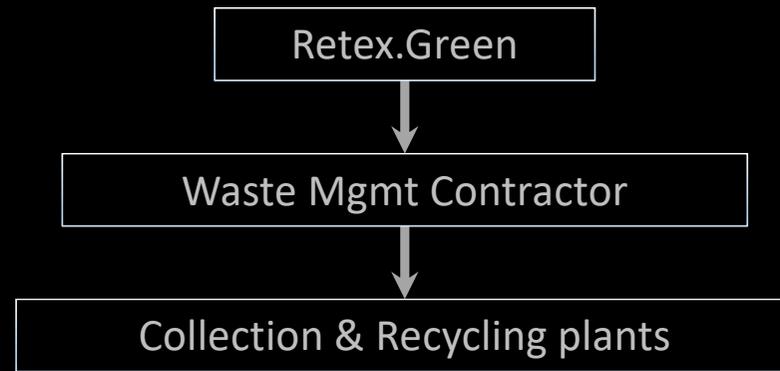
European Green Deal sets the EPR rule (Extended Producer Responsibility).

Euratex to start 5 textile recycling hubs asap (**ReHubs**).

Italy: **Retex.Green** consortium was announced in January 2022 by SMI, to establish a local ReHub.

# Circular Economy

## Textile Recycling Hubs





Venezia, a fragile city



with a glorious past, and a promising future:  
Venezia, World Capital of Sustainability



The European House  
**Ambrosetti**



VENICE  
SUSTAINABLE

*fashion*



*1<sup>st</sup> edition: October 27-28, 2022*



Thank You!

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