

# Transitioning the textile-fashion industry towards greater sustainability

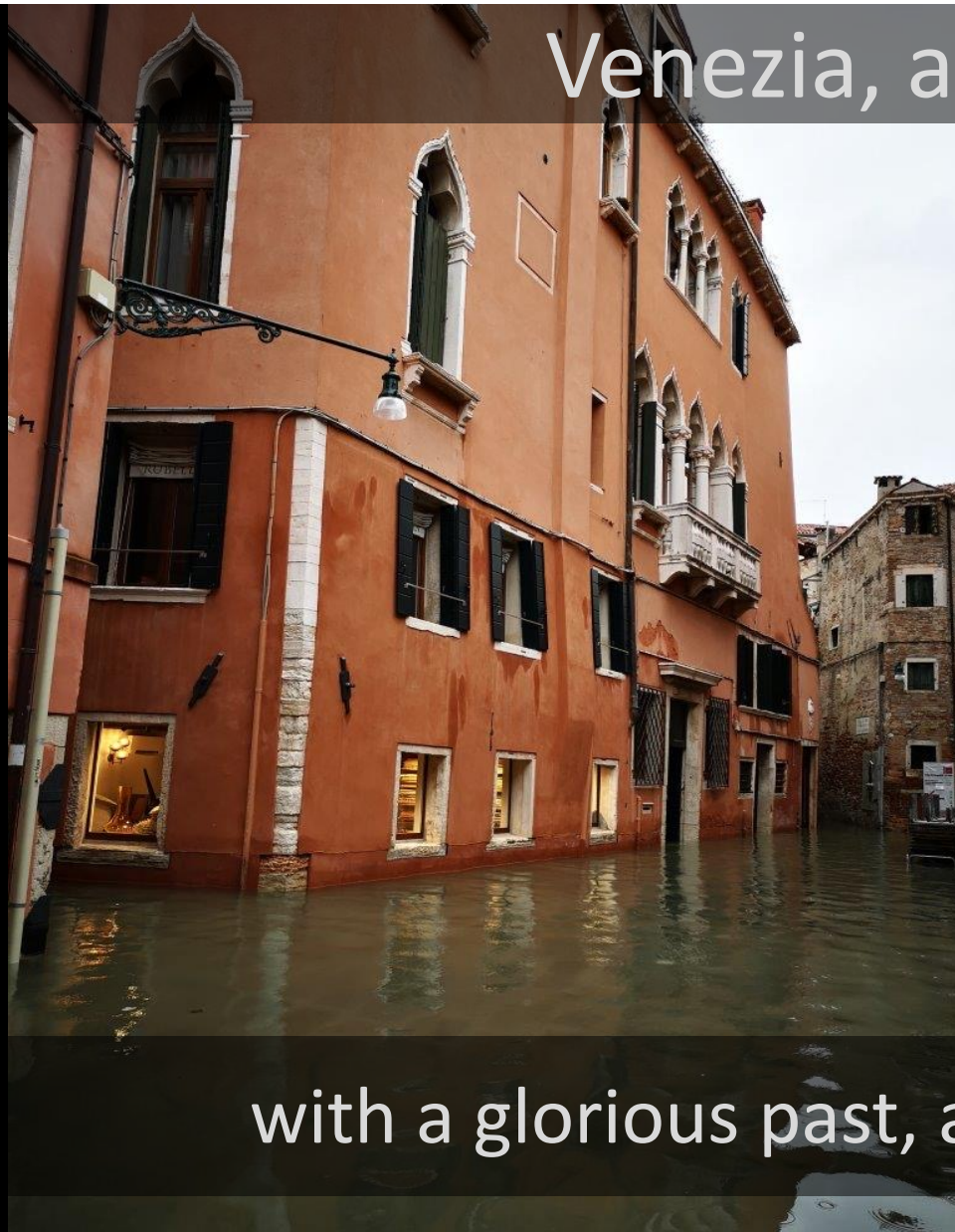


Andrea Favaretto Rubelli





Venezia, a fragile city



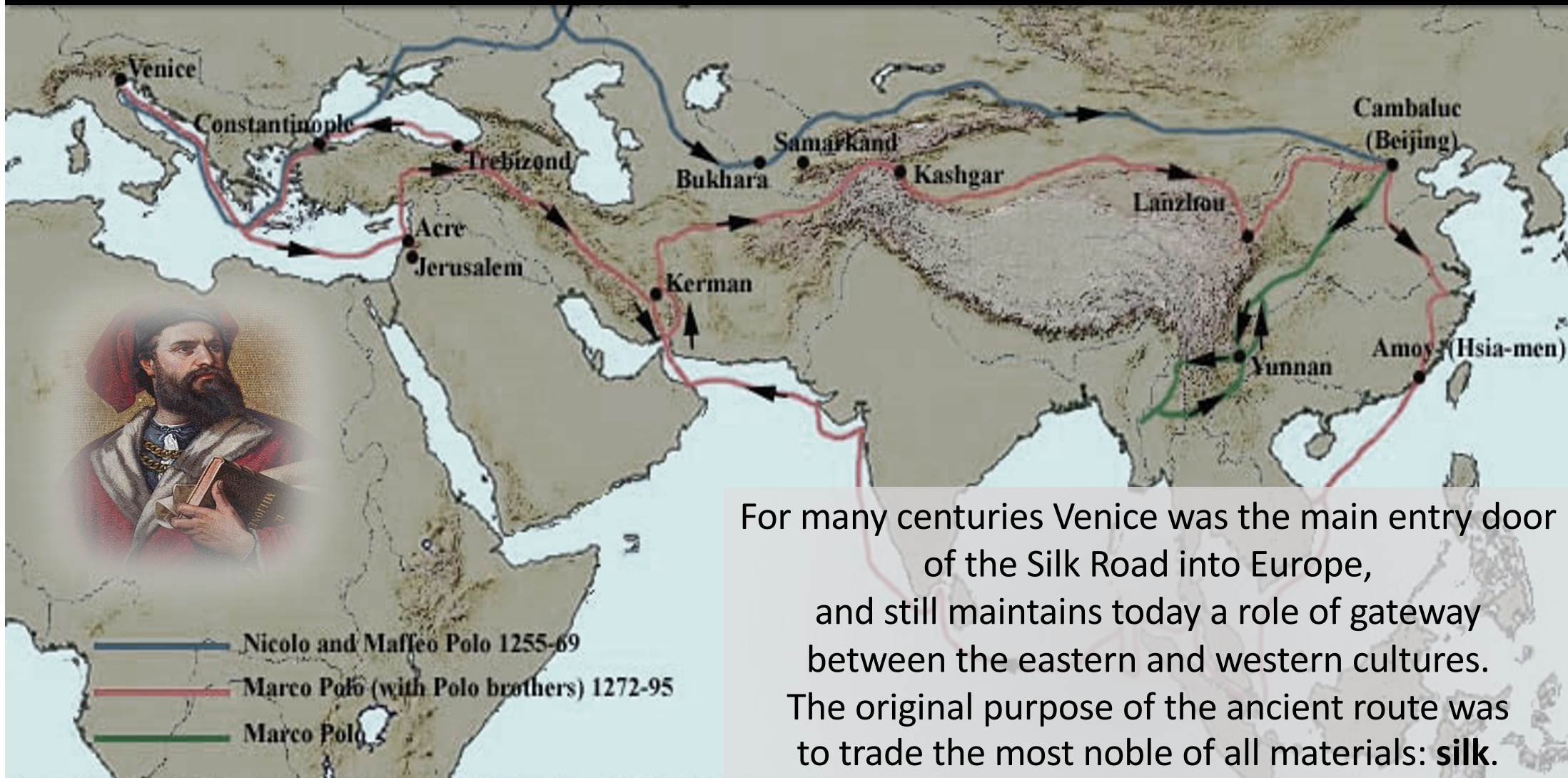
with a glorious past, and a promising future

# A City of Merchants





# The Silk Road and Marco Polo





# 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.

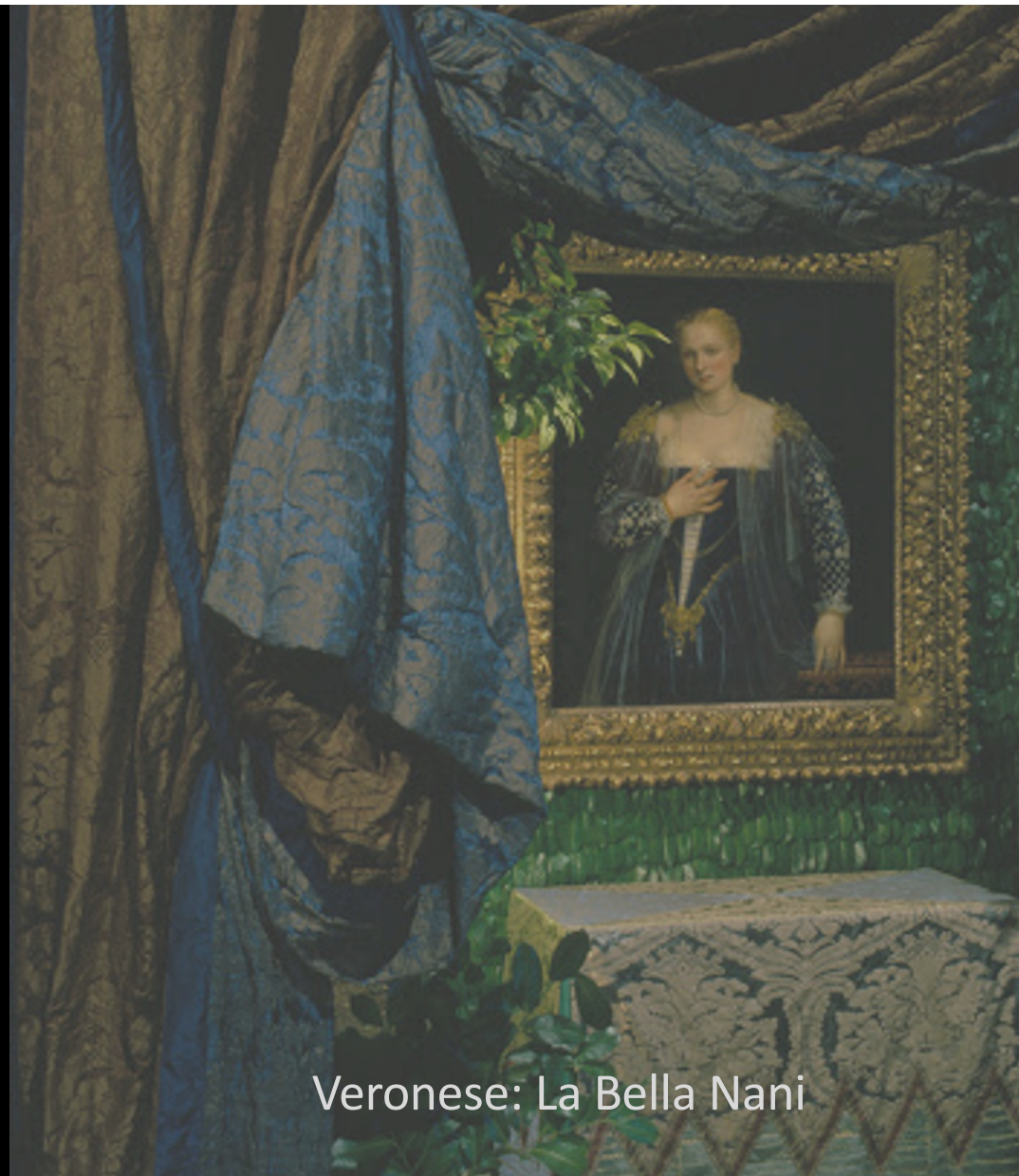
Eye-glasses were invented in Murano.







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.

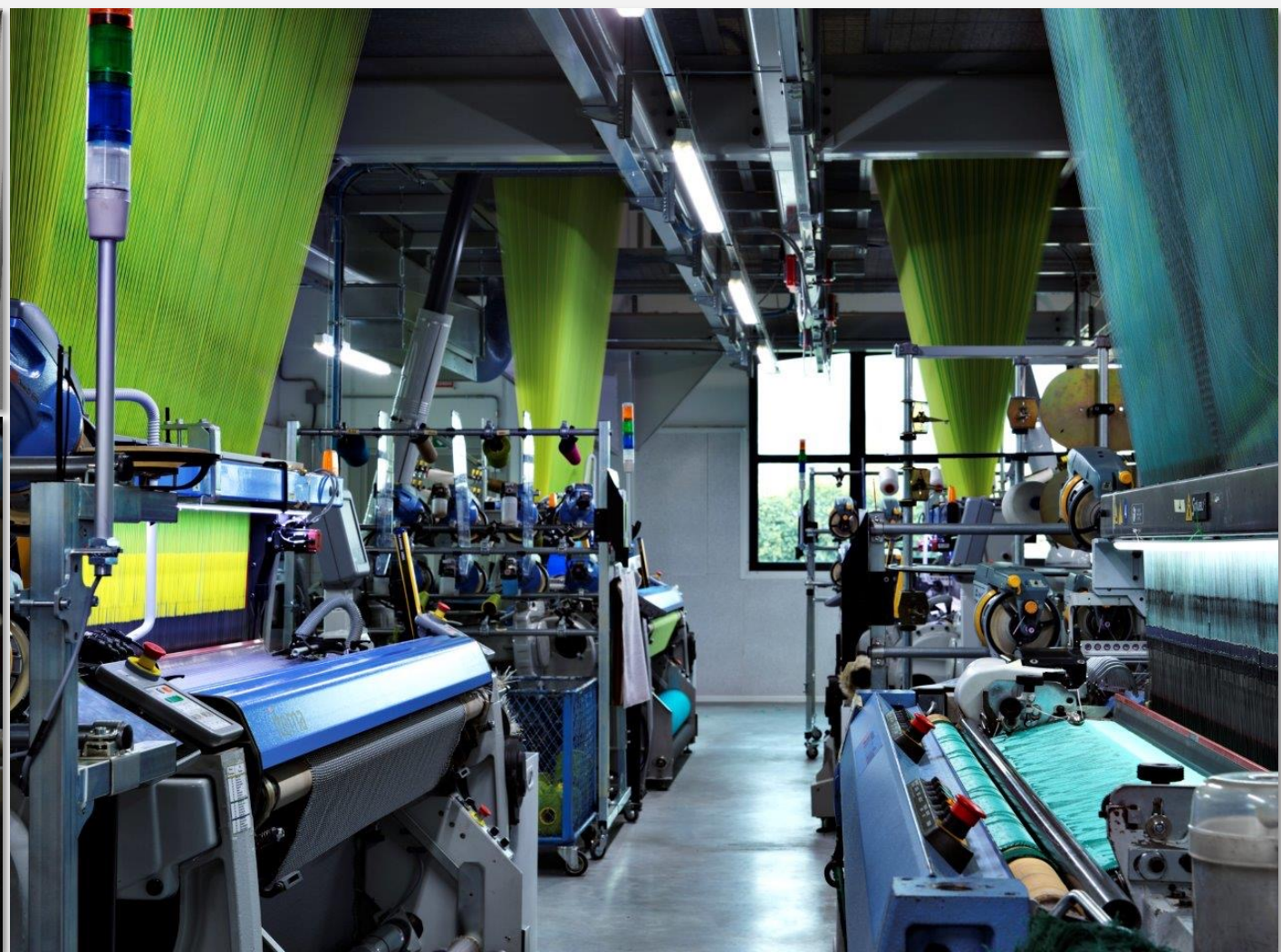
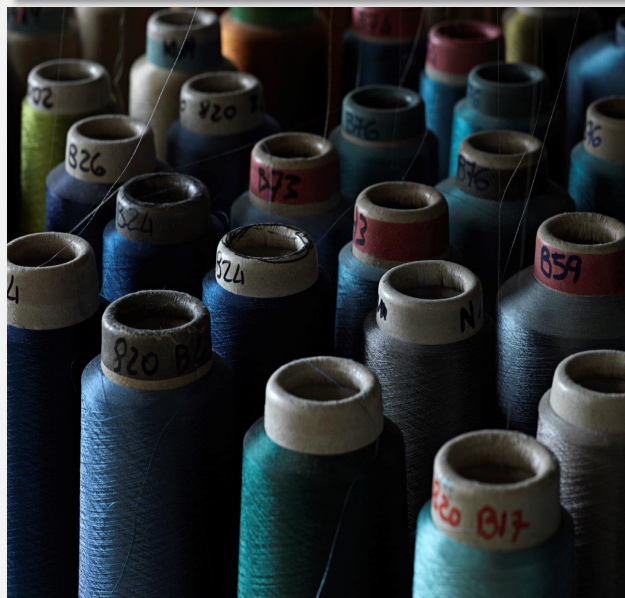


# The Rubelli Family

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













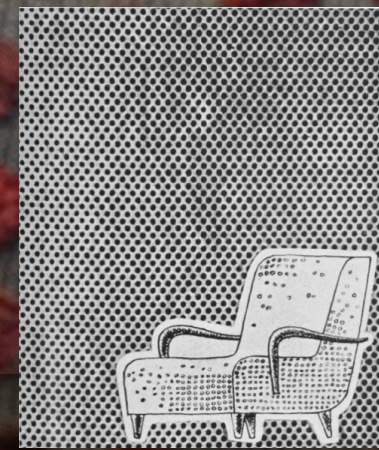


The Rubelli Foundation, Ca' Pisani Rubelli, Piscina San Samuele

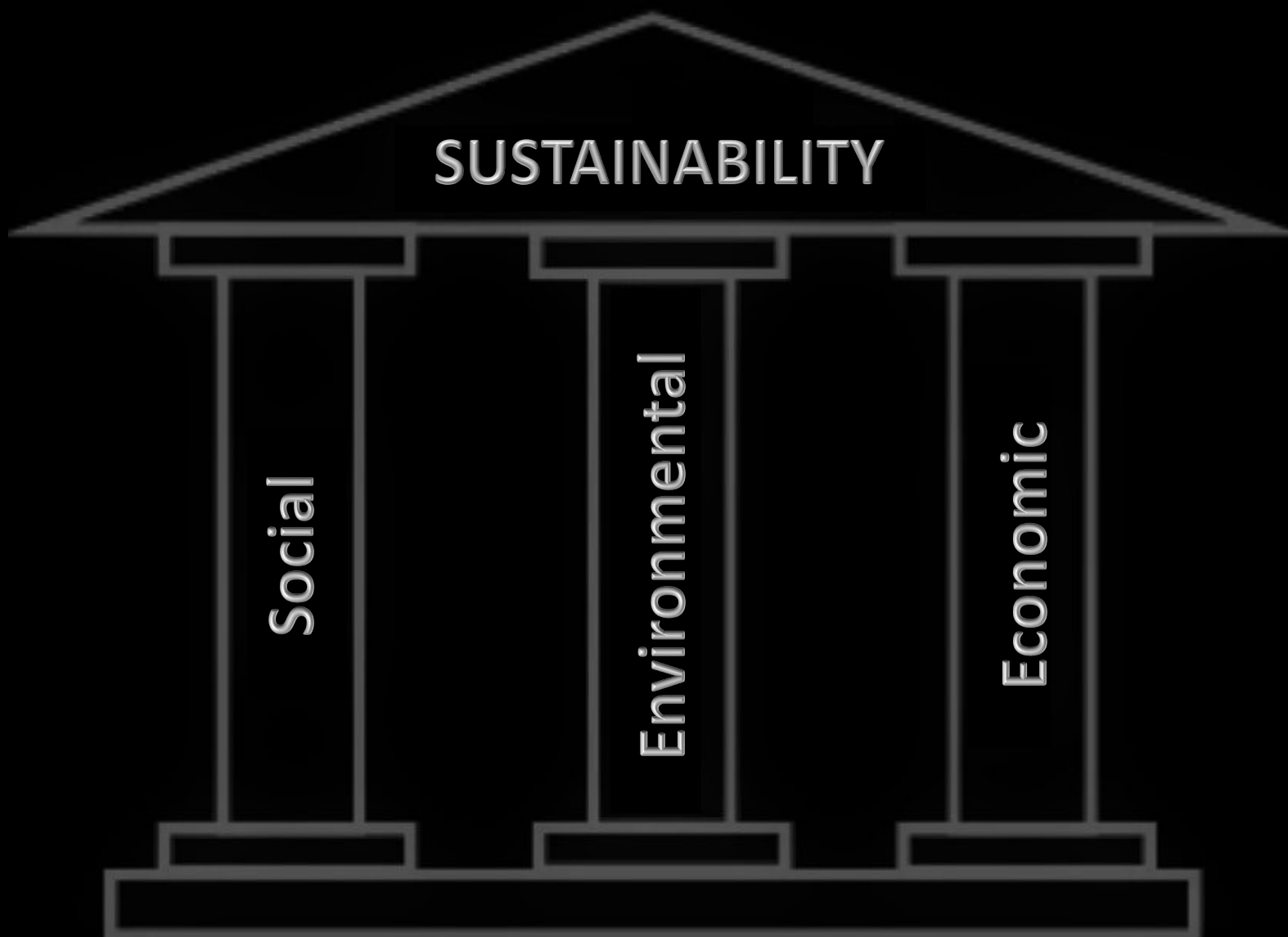




Silk Velvet «Punteggiato» - Gio Ponti for Rubelli, 1934









# 4 Pillars of **Environmental** Sustainability

## Textiles & Fashion



To Trace



To Measure



Durability



Circular Economy



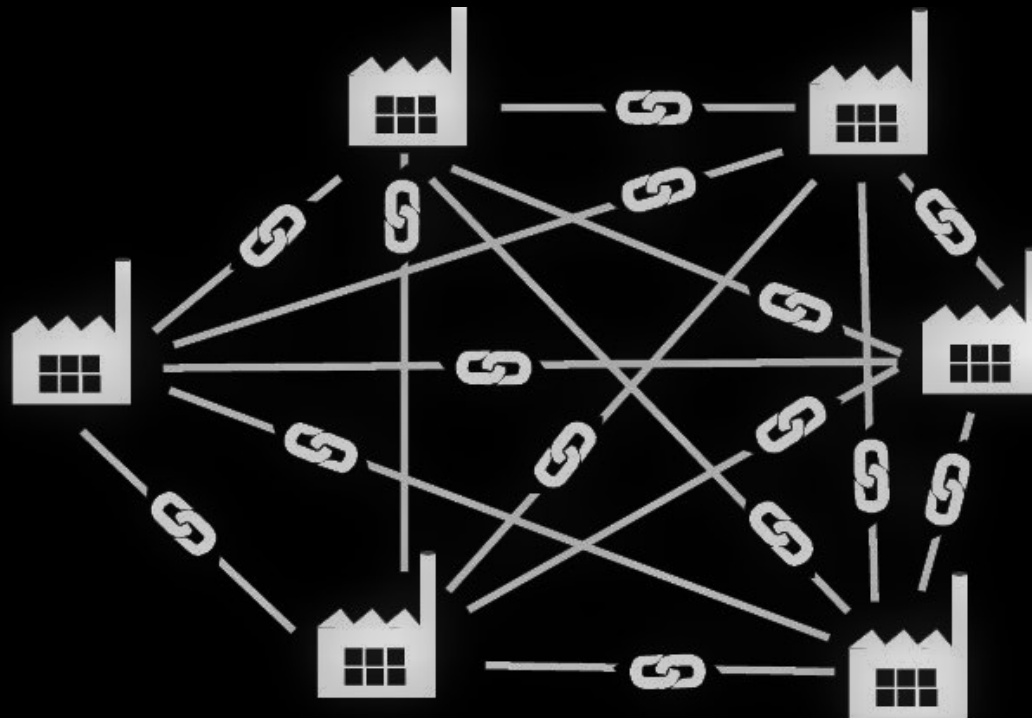
# Tracing the Fashion Supply Chain





# Tracing the Fashion Supply Chain

BLOCKCHAIN





# Measuring: Lifecycle Assessment (LCA)



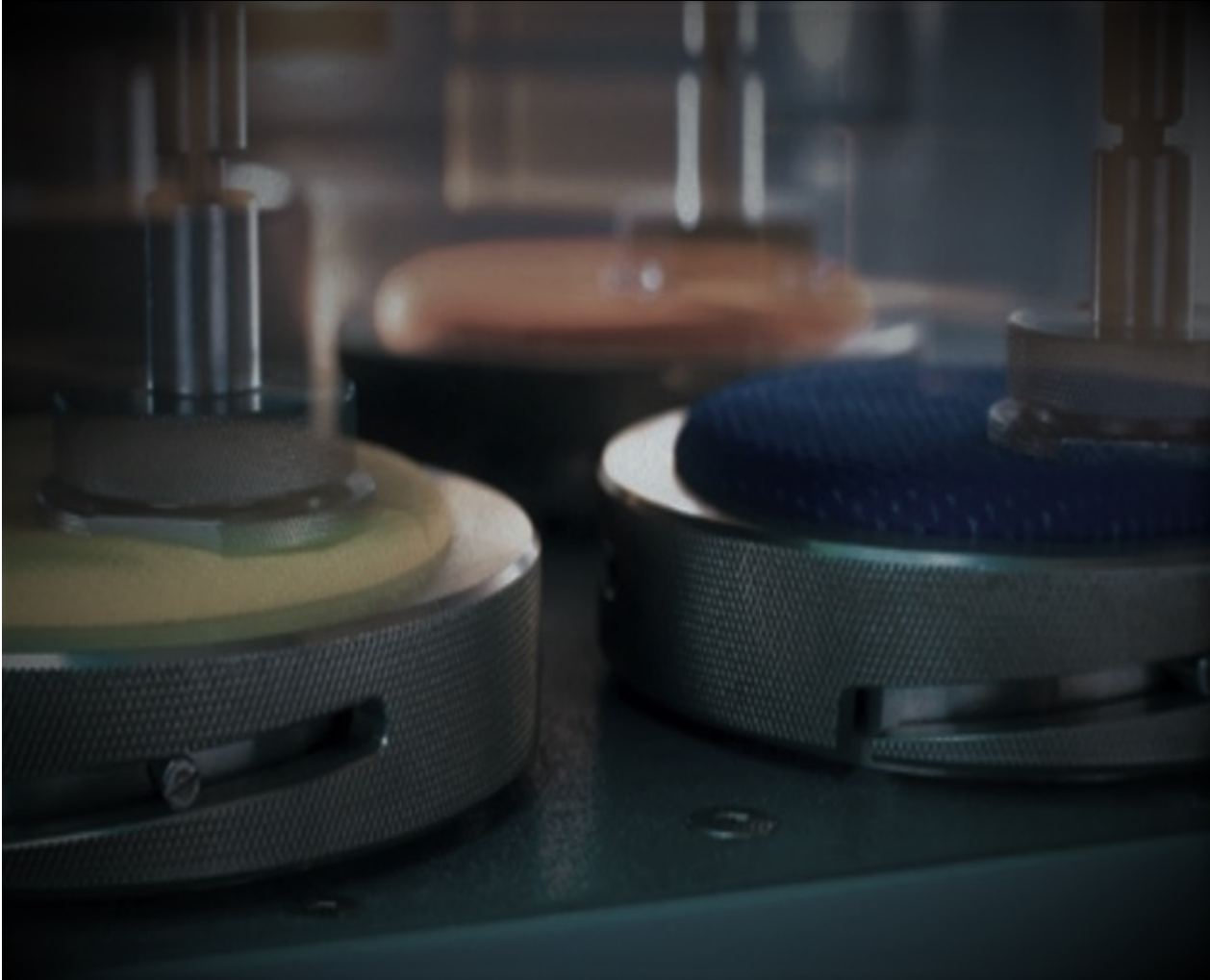
By assessing the **Environmental Footprint** associated with every stage of a product lifecycle we obtain the:

- ❖ **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

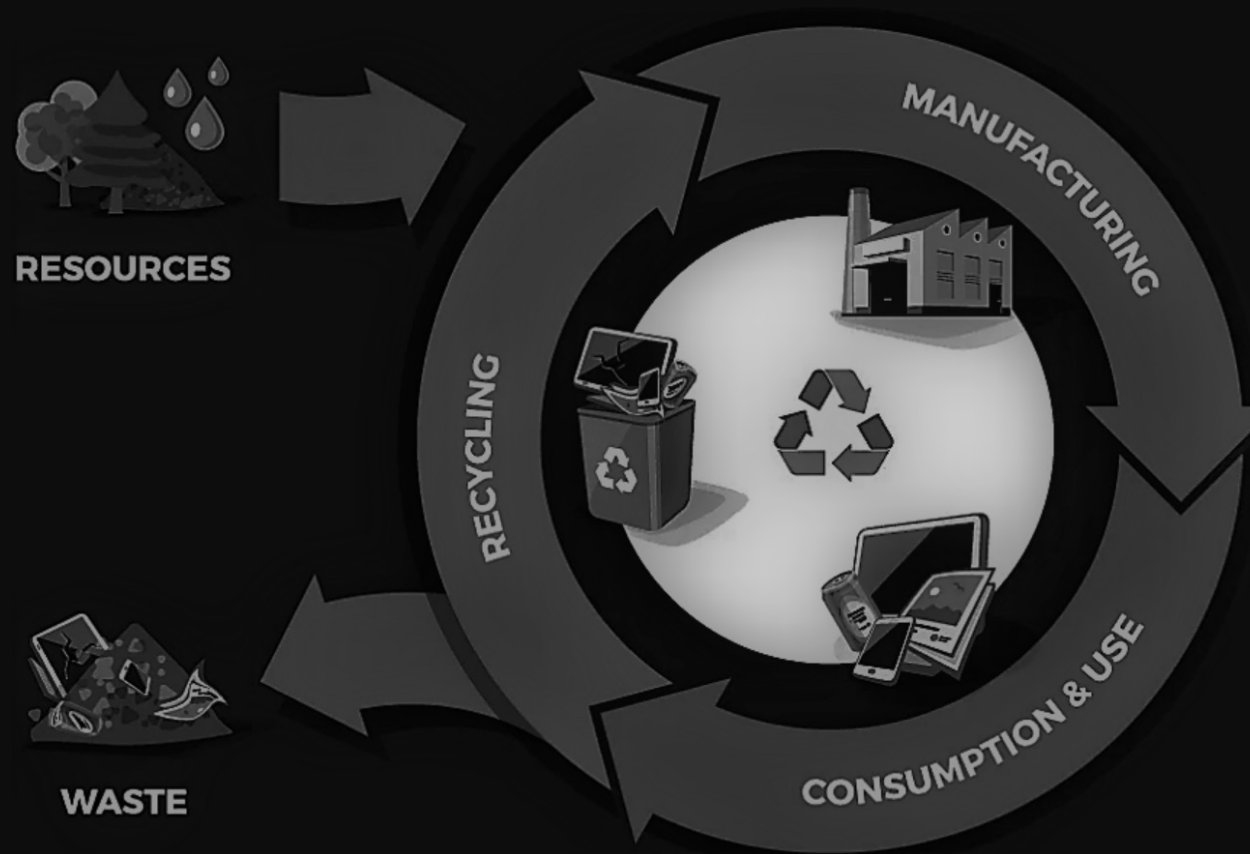
Vide Dressing

Vinted

Zalando 2<sup>nd</sup> hand

and more...

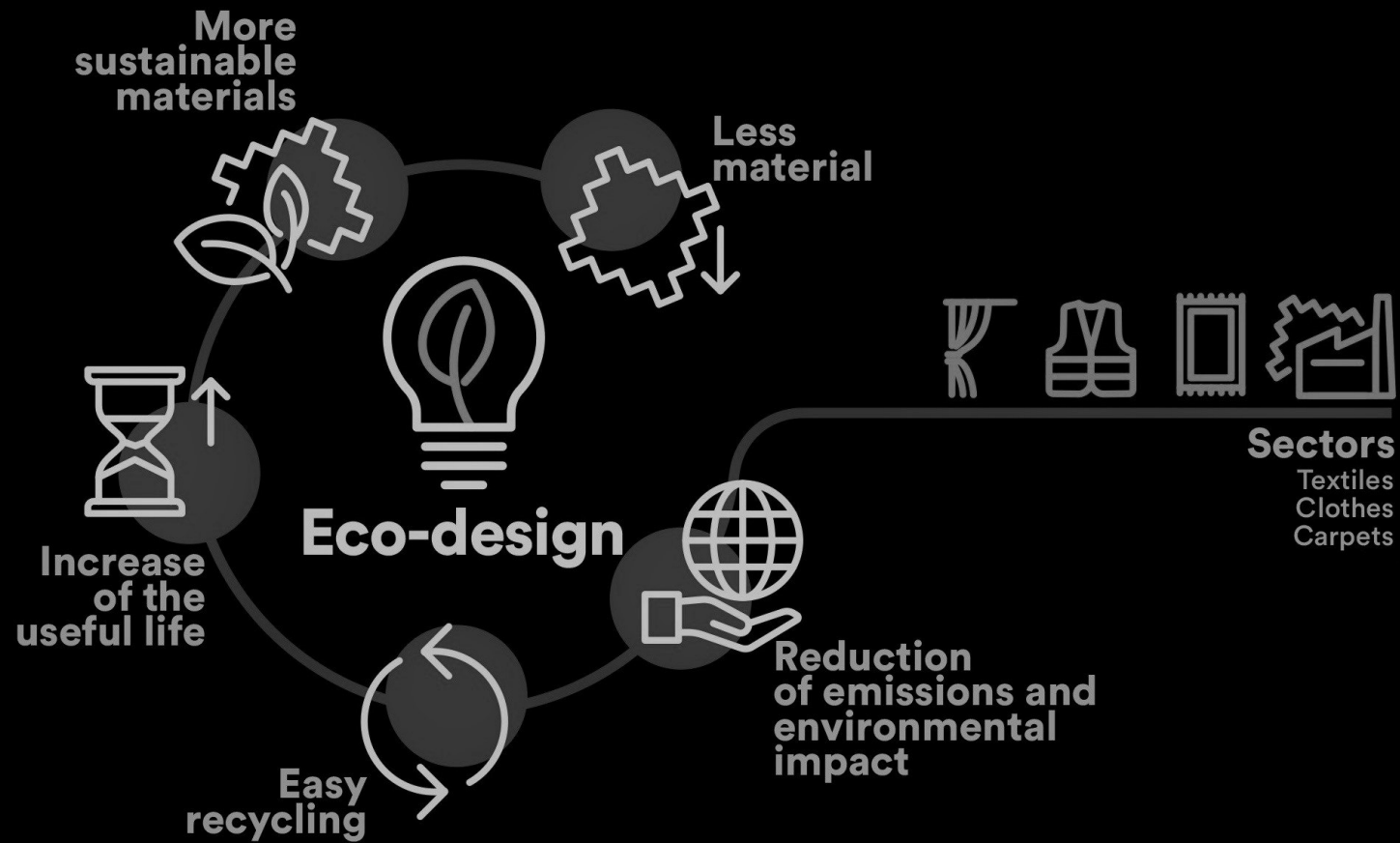
# Circular Economy





# Circular Economy

## Eco-Design



# Circular Economy

## Textile Recycling Hubs



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

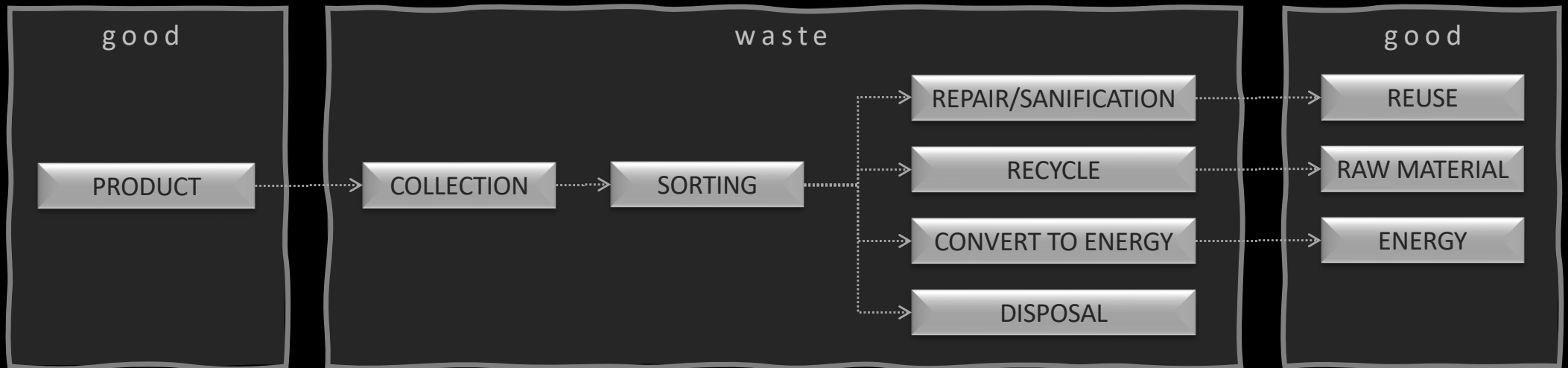
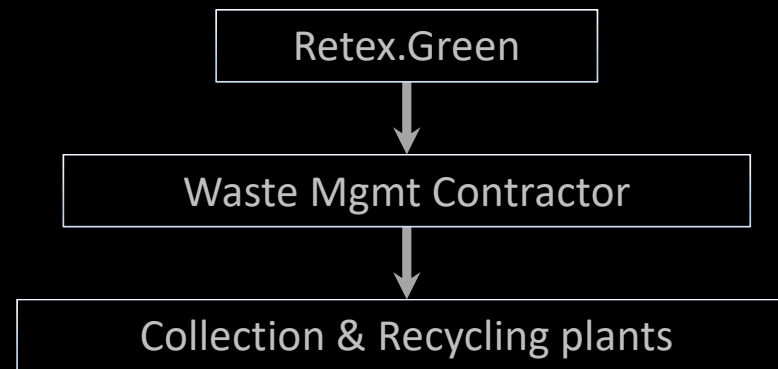
Euratex to start 5 textile recycling hubs asap (**ReHubs**).

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

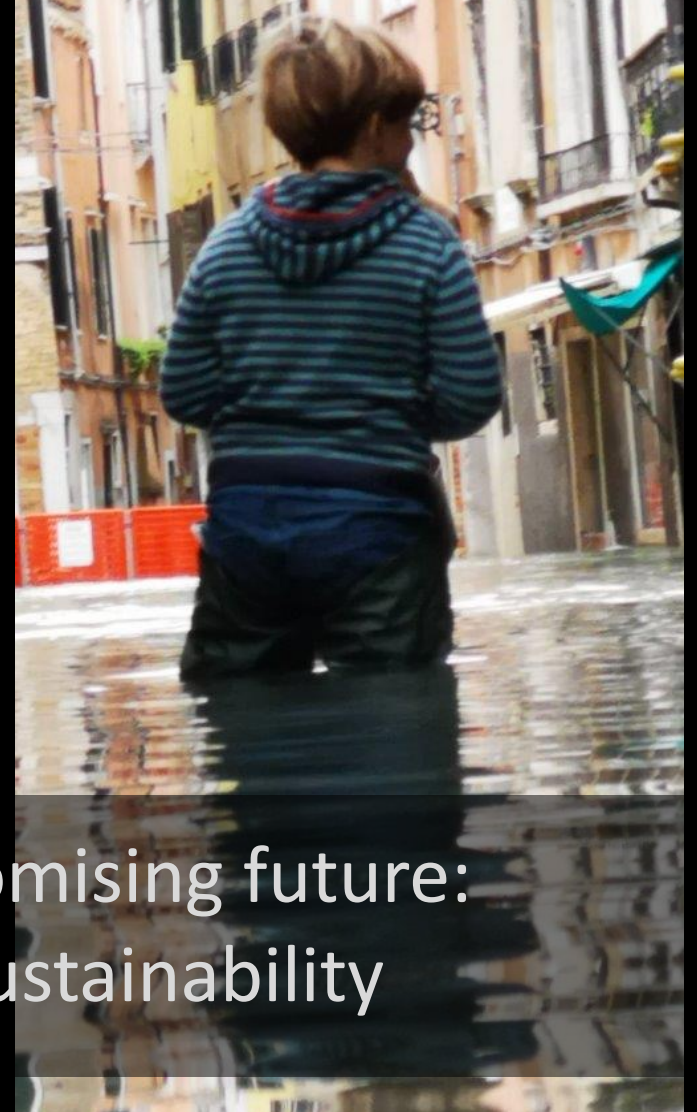


# Circular Economy

## Textile Recycling Hubs



Venezia, a fragile city



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





The European House  
**Ambrosetti**

**smi** SISTEMA  
MODA  
ITALIA  
FEDERAZIONE TESSILE E MODA

VENICE  
SUSTAINABLE

*fashion*



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

Rotary



Thank You!

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