



## ALBINI GROUP FOR WHITE VILLAGE

The collaboration between the Albini Group and WHITE MILANO has evolved and WHITE VILLAGE is the big news for the September edition.

**Albini will be the protagonist of “Regenerative Future”, an evening event dedicated to the future of fashion, which depends on each of us.**

*22 September 2023*

The Albini Group confirms its participation at **WHITE MILANO, the leading tradeshow for international women’s wear in the heart of the Milan Fashion Week**. A partnership that came into being years ago, based on the common values of creativity and sustainability as the true driving force behind the entire industry towards an increasingly more aware and contemporary fashion.

An all-encompassing collaboration, which for this edition has evolved and proposes a series of initiatives dedicated to sustainability and innovation, essential prerequisites in the modus operandi of the Albini Group, which for more than ten years has been working with the objective of creating a new social and environmental awareness, placing the company amongst the pioneers of sustainable development.

The event accompanying the Milan Fashion Week will be open to the public from 22 to 25 September. This year’s news is **WHITE Village**, the first “after-show” held during Milan Fashion Week. Its mission is to share, network and create projects capable of involving - in a fresh and light way - end consumers and those in the field whilst sharing opinions and information on the **development and application of sustainable innovations**. For the first time, fashion will be presented inclusively using a large container inside which multiple aspects, regarding both culture and entertainment, will coexist, with an eye on the new generations.

An internationally acclaimed player in sustainable research and innovation, Albini’s role regarding sustainability is undoubtedly central. A panel discussion entitled “The Couture Code - the Impact of AI on the Fashion Industry” will be held on Friday 22 September to inaugurate the WHITE Village. High-calibre international guests include Fabio Tamburini, CEO of the Bergamo-area group, who explained at the press conference: *“We will discuss artificial intelligence, which we believe will transform the future of the textile industry and will surely help us further promote the sustainable and innovative research and development that has always been our distinguishing feature”*. The panel discussion will be held at Mudec - Via Tortona 56 at 4:30 pm.

The first day of White will end at SuperStudio, the venue for the **“Regenerative Future”** event. Albini and WHITE join forces to promote a *“regenerative future”*, which serves to create a positive impact within the fashion scene, through actions that renew the environment and resources, for a future that depends on each of us.

The event will focus on the textile group’s large-scale research work and in particular its **Regenerative Biofusion®**, the first organic, traceable, and regenerative cotton. With this project, Albini guarantees the lowest possible environmental impact all the while regenerating soil fertility to protect and enrich natural resources. **A new challenge for the Albini Group and a goal that can be achieved through regenerative agriculture, which aims to**



**rationalise resources.** This means nourishing plants properly, without impoverishing the soil but rather regenerating it, reducing emissions and the impact on biodiversity, in no way affecting the typical process of nature and ecosystems.

(Find out more at: [www.albinigroup.com/regenerative-biofusion/](http://www.albinigroup.com/regenerative-biofusion/))

*“As the Albini Group, we put effort into this area every day and have always been willing to do research and bring into being new possibilities, projects and processes that enable us to regenerate the world of fashion”, Tamburini explains and then continues: “From raw materials to the production process, we want consumers to be aware of the pioneering drive that distinguishes us and that through their choices, they become an active part of this transformation”.*

The event will start at 6:30 pm, for an aperitif with a DJ set which will be open to the public for the first time. An evening of infotainment that intends to bring about an instrumental change within the fashion scene.

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**ALBINI GROUP – WEAVING, HERITAGE, FUTURE**

*Founded in 1876 in Albino (Bergamo, Italy), the Albini Group has always been a family-run business and today, having reached its 147th year of activity, is led by the fifth generation of the family represented by Fabio, Andrea and Stefano Albini. Today, the Albini Group consists of seven factories (three in Italy), and is the largest European manufacturer of shirting fabrics.*

[www.albinigroup.com](http://www.albinigroup.com)

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