



FASHION REVOLUTION ITALIA

FashRev_Mrkt

urban market of ethical brands

with

0331

Cantoprimo

Cavia

Close the Loop

Endelea

Farma 282

Kechic, OOST

PECORANERA

SALAD

Sunvitale Studio

TMMT

TOOLS

W. Camicie

Vuschichè

from Friday **21** to Saturday **22 April 2023**

from 11:30am to 7:30pm

Fondazione Sozzani

via Enrico Tazzoli 3, Milano

From 20 to 22 April 2023 **Fashion Revolution Italia** gives life to **FashRev_Mrkt**, an urban market of brands that through their products are the spokesperson for the values and principles of ethical production promoted by **Fashion Revolution**. **FashRev_Mrkt** will be set up, with the support of **At Studio**, in the spaces of **Fondazione Sozzani** in via Tazzoli 3 in Milan and will be open to the public from 11:00 to 19:30 on 21 and 22 April.

“This Fashion Revolution Week is special for us, in fact it falls on the tenth anniversary of the collapse of the Rana Plaza in Bangladesh” says **Marina Spadafora**, country coordinator of Fashion Revolution Italia. “After ten years we asked ourselves what has changed and, to find an answer, with **FashRev_Mrkt** we wanted to give space to young ethical brands who produce locally and gives us hope for a better fashion industry.”

In fact, **FashRev_Mrkt** will host the projects of designers born in the awareness that there can no longer be room in the fashion industry for social injustices, waste of fabrics and the use of polluting materials or processes. Values that not only inform the design process of the collections of the brands chosen for **FashRev_Mrkt** but also act as an ethical handrail in a system in which the concept of sustainable development must be normalised.

The participating brands of this first edition of **FashRev_Mrkt** are **0331, Cantoprimo, Cavia, Close the Loop, Endelea, Farma 282, Kechic, OOST, PECORANERA, SALAD, Sunvitale Studio, TMMT, TOOLS, W. Camicie, Vuschichè**. The designers choice was made with the contribution of the Must Had **Must Had** platform.

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At Studio, co-founded by Stella Stone and Joshua Billsborough, and a team of multidisciplinary and visual designers in Milan. They design and create graphic identities, installations, exhibitions and photo and videographic creativity.

0331 is a reality that, from design to the creation of the final product, integrates innovative techniques and artisanal solutions to return one-of-a-kind clothing items.

Cantoprino creates unique products, packaged by hand in Italy, which go beyond the concept of size and gender to celebrate the diversity of each individual.

Cavia is an Italian brand, founded in 2020 by Martina Boero, which uses other people's production waste as a primary resource to design and build new clothing items.

Close the Loop is a project based on the recovery of vintage knitwear that is re-interpreted and transformed by hand thanks to original dyeing techniques.

Endelea Founded by Francesca De Gottardo in 2018, Ende/ea is a certified B-Corp brand that makes clothing production a means to support people and textile traditions.

Farma282 is a matchmaking platform that creates connections between freelance creatives and micro, small and medium-sized companies in the fashion sector.

Kechic Italian-African artisan brand and tailoring atelier born from the encounter between Valeria, an expert in Italian communication, and Cheikh, a Senegalese tailor.

Must Had A platform that was created with the aim of connecting and amplifying the know-how of brands and designers who, through creative upcycling processes, give new life to textile waste.

OOST A brand founded on upcycling as a means not only to reduce clothing waste but also to create unique and timeless pieces. Entirely made in Italy.

PECORANERA A Milanese reality that through the recovery of high-quality deadstock yarns from best Italian spinning creates contemporary products ranging from luxury pret-a-porter to unique and made-to-measure products.

SALAD A brand that through the recovery of textile material and the upcycling of vintage men's clothes, generates new innovative and genderless design solutions.

Sunvitale Studio Sunvitale Studio is an Italian brand founded by Giovanna Cariello and Alessandro Falce which creates, with recycled fabrics and materials, bags and accessories entirely handmade.

TMMT Music, responsible fabrics and upcycling are some of the ingredients of TMMT, a brand founded in 2019 by Tommaso Matti, a versatile Genoese creative with a passion for jeans.

TOOLS generates a collection of garments and accessories, designed and created by several hands, the result of collaboration between young people and professionals. A part of the garments designed is also produced in series and put on sale, to help finance the project.

W. Camicie The brand selects used and difficult to reuse shirts and outerwear and uses the art of embroidery to recover them, assuring them a second life.

Vuschichè Brand born in Abruzzo that makes the recovery of materials and textile waste from the region of origin its design DNA. Each product and created by local artisans.

Fashion Revolution is an NGO founded by Orsola de Castro and Carry Sommers in 2013 following the collapse of Rana Plaza in Bangladesh, an industrial tragedy that cost the lives of 1138 workers. In the last ten years Fashion Revolution has become the biggest movement for ethical fashion in the world, with operational teams in more than 80 countries around the world committed to asking brands for greater transparency and to support for the millions of people who create the clothing we wear.

Good Clothes, Fair Pay is a European Citizens' Initiative (ECI) to ask the European Parliament to introduce a law on social justice in the fashion production chain that guarantees decent wages for the people who make our clothes. The campaign was launched by Fashion Revolution and Clean Clothes Campaign and needs at least one million Signatures in Europe to be passed.

Fondazione Sozzani underlines the importance of creativity, responsibility and awareness. It supports the new generation and offers the opportunity for guest designers to showcase and sell their collections. Established in 2016 by Carla Sozzani, the Foundation is dedicated to the promotion of culture through fine arts, applied arts, photography and fashion. Fondazione Sozzani has assumed the patronage of the Carla Sozzani Gallery and continues the path of the important public function that the gallery has been carrying out since 1990. Since 2021 Sara Sozzani Maino has been curating and coordinating projects dedicated to education, responsibility and new generation of creatives.