



Thermovolum™

Loghook™

**BlueItaly™ Group**

Pescara - Italy

[www.blueitaly.org](http://www.blueitaly.org)

FOR IMMEDIATE RELEASE

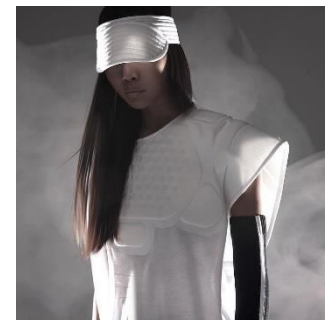
# Press Release

**BlueItaly™ will take part in the Fiera Milano Unica, "Origin" Section  
JULY 11-12-13 2017 | FIERAMILANO RHO | H 9.00 AM – 6.30 PM**

Pescara, June 1, 2017 - BlueItaly™ will be present with its stand at the Milano Unica Exhibition, the "Origin Fashion and Beliefs" section, which will take place in Rho, FieraMilano, on July 11-13, 2017.

During the three days of the fair, brand new prototypes will be presented as an expression of a perfectly balanced mix of sartorial and design elements.

The workings that will be presented are the result of a thorough study of the most recent interests of the fashion and design industries and as such are characterized by three elements that perfectly define BlueItaly™: innovation, craftsmanship and sustainability.



**PROJECTS**

Specifically, you will find prototypes created with the following special techniques: 3D inlays, multilevel transparencies, new generation fringes, handmade silkscreen printing, printing with 3D effects, writing thermowelding, repositioned inlaid Thermovolume™, laser/needle-punched, functional inlaid Logohook™ and mosaic laser cut.



**TECHNIQUES**

Producing less while achieving a higher value is the logic behind BlueItaly's choices. It is time to focus on delivering the highest creativity and very exclusive products.

***BlueItaly™: the new "Made In Italy" philosophy.***

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