



Blue™ Italy Group

Pescara - Italy

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

## Press Release

**Blueitaly™ will take part in the Exhibition Milano Unica, "Origin" Section  
9-11 July 2019 | Exhibition Milano, Rho**

Pescara, 03 June 2019

**Blueitaly™ is a company that develops research, technology and creativity for special and high-tech applications on fabric, leather and other bases. Blueitaly™ will be present with its own stand at the Milano Unica Exhibition, the "Origin Fashion and Beliefs" section, which will take place in Rho, Exhibition Milano, on 09-11 July 2019.**

During the exhibition, a new line of researched products towards the zero impact will be presented. **Blue BioProject** is the new label that identifies a collection fully composed of all those certified bio materials that are currently present on the market, a collection of research, able to summarize in design excellent certified products: [the best of international bio research](#).

**Blue BioProject** represents an additional step in the sustainable direction that has always made Blueitaly™, a recognizable company for its mindful approach to the ethical and social values of sustainability. **Blue BioProject** is also the driver of a strongly desired, integral business revolution, which has begun a journey that will transform, in the right time, all their processes and products in the direction of careful attention to the environment and the completion of the "closed cycle" of the production process.



**WASTEMARK**

Blue BioProject for greater protection and guarantee of its progress in this direction, uses the **Wastemark** brand. The registered trademark that certifies the sustainable industrial chain. The **Wastemark**, is the brand of the Waste Couture fashion project, that is released only to those, in the fashion industry, who decide to make each product according to the protocol rules which affect the style office, the production, the distribution and the communication, in the closed cycle direction. Blueitaly™ with Blue BioProject doesn't only create a product of research on technological sustainability, but becomes an inspiration and example for zero waste fashion, fashion made in a better way.

Handcrafted ideas brought into an industrial scale product, are performed by the following **ECO SUSTAINABLE TECHNOLOGIES**: laser, needle-punched, embroidery, thermoforming, ultrasound, digital print, dyes, with the processing of **BIO CERTIFIED** materials and towards a zero waste fashion, illustrated by product forms: **Bio Materials; Materials from responsibly managed forest; Materials from recycled sources; Materials from and for cycle closed processes; Cruelty Free; Traditional low impact material; Metal Free; Art lovers contents.**



***Producing less while creating higher value, is the logic behind Blueitaly™ choices.***

**Blue BioProject** : Smart style safeguarding the environment, a new perspective inspired by love for Nature in harmony with modern urban life.

[Blueitaly™](#) the new philosophy of Made in Italy