

C.L.A.S.S. MANIFESTO

Smart Sourcing & Manufacturing

Focus on **TRACEABILITY**, **TRANSPARENCY** and **HEALTH** throughout your whole **supply chain**



Make a **careful selection of certified smart ingredients**, fabrics, yarns and fibers, no matter if natural, transformed or innovative.



Consider alternative and sustainable sourcing to be able to inject circular economy into fashion.



Re-think the art of manufacturing out of the box. From smart machines' performances, to dyeing, finishing and all logistics.



Tune with the ultimate frontier of innovation: **discover digital and visionary tools to communicate** responsible fashion.

New Generation Communication

- **Story telling** must match the **story making**
- A clear, authentic and precise renewed **lexicon**
- **Values are values only if properly communicated**
- **If you are not able to adequately communicate, your target won't be able to make a choice on your sustainable achievements**



THIS INITIATIVE SUPPORTS THE PRESERVEATION AND SAFETY OF OUR OCEANS

Circular Business Models

UNLOCK new resources and ways to creation for a circular fashion system

- **UPCYCLE**
- **RECYCLE**
- **RECONSTRUCT**
- **GO ZERO-WASTE**
- **RE-DESIGN**
- **RESELL**
- **RENEW**
- **SWAP**

THE EVOLUTION OF SUSTAINABLE FASHION MUST BE MEASURED IN 4 DIMENSIONS

$$\underline{F = D \times I \times S \times C}$$

D = DESIGN

I = INNOVATION

S = SUSTAINABILITY

C = COMMUNICATION

THERE IS NO SUSTAINABILITY WITHOUT KNOWLEDGE

THERE IS NO SUSTAINABILITY WITHOUT MEASUREMENT

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ACTIVITIES ARE ALIGNED WITH THE SDGS, ESPECIALLY WITH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



17 PARTNERSHIPS FOR THE GOALS

