



## **REDA HAS LAUNCHED THE REDA 4.0 DIGITAL PLATFORM**

*Successori Reda has just launched Reda 4.0, a digital platform designed to allow users to access all the collections, the latest styles and browse the full fabric range.*

Deeply involved in innovation and technology, Reda has just launched the **Reda 4.0** digital platform to allow its clients to access all the collections, discover the latest styles and browse the full fabric range. The current situation has paved the way for a global overhaul in how collections are presented and shared; in order to meet these new needs, Reda has come up with the perfect digital platform, an innovative tool designed to allow users to access Reda's wide fabric offer with a few simple clicks.

By accessing Reda 4.0, users will be able to browse collections in a sustainable, smart, efficient, and independent way. This platform was created to put its users at the forefront. The filter system allows them to browse the collection based on their preferences and needs in a seamless and independent manner; they can share their picks at any moment with the rest of their team without any time constraint.

Users will be able to enjoy a fully immersive experience and discover the latest innovations alongside Reda's full fabric offer, divided across two main categories: **Formalwear** (which includes the Reda 1865 and Reda Flexo ranges) and **Leisure** (which includes the Reda Active line). From there they will be able to order the fabrics that best meet their needs in an effortless and seamless way. Exclusive content and collection notes have been included to enrich the browsing experience, with tailored services to accompany users through each and every step of the selection and order confirmation process. Clients can enjoy real-time support from a dedicated team through video chats and co-browsing, thus ensuring a truly simple and superior experience. Accessible anytime and anywhere, Reda 4.0 allows clients to hold the world of Reda in the palm of their hands.

With the knowledge that the digital sphere is key to any strategy, Reda once again rises to the challenge by making the most of a unique situation and seizing the opportunity to be even closer to its clients.

For further information: [collections.reda1865.com](https://collections.reda1865.com)

Successori Reda S.p.A. is the leading manufacturer of sustainable pure Merino wool fabrics. Founded in 1865, the historic wool mill manages and controls the entire production process, from fleece to fabric. The ultimate embodiment of Made in Italy luxury, each Reda fabric stands out for its attention to detail and modern take on classic sartorial designs. At the core of the Reda philosophy, the drive for innovation and use of cutting-edge technology allow to produce high-performance fabrics that fully respect the environment. Reda is indeed one of the few wool mills that boast a Research & Development department entirely dedicated to research and innovation. Committed to creating superior quality high-performance fabrics and implementing sustainable processes, Reda has always paid special attention to promoting social welfare and constantly improving working conditions for its employees, while also measuring the environmental impact of its production since 2004. The people who work at Reda are the main priority and their actions are crucial to foster change and shape the future of young generations.