



## SPRING SUMMER 2023: INTO THE BLUE

On the 34<sup>th</sup> edition of the Milano Unica textile fair, Reda Group is presenting its new Spring Summer 2023 collection. The fabric offer for the summer season explores and investigates the concept of color. Shades of blue take centerstage in all their depth, richness, and variety to give way to a range of fabrics that take us on a journey of discovery. A menswear must for many seasons now, **blue is more timeless than ever**, and versatile enough to suit several styles, occasions and eras in a way that always feel fresh and unexpected.

The range is wide and varied. Neutral and soft tones are ideal for formal suits; bolder proposals include purplish hues such as gentian and ink, as well as metallic blue, teal, and Prussian blue; denim-like indigo channels a more casual note. Further exploration takes us into lighter territories towards lilac, powder blue or even striped options.

This level of versatility allows to meet all kinds of modern menswear needs and provide fabrics that can be cut into in formal styles while still offering the utmost comfort and reflect the personality of their wearer.

At the Formalwear, **Cosmopolitan** features business-ready suit fabrics while the **Summer Edit** offers more seasonal options. The **Made in Nature** and **#BeStretch** capsule collections combine superior performances and respect for the environment.

Amongst the new entries for Spring Summer 2023, the **Reda Active** range includes shirting fabrics made of Merino wool and linen blends, as well as styles that bring together wool and a fiber of botanic origin. Practical and versatile, this season's pant fabric boasts superior stretch and is conveniently machine washable. Created to answer a wide variety of needs, stretch shirting fabrics are soft to the touch and perfect for the hottest of days thanks to their innate breathability.

Reda continues its journey towards sustainability, expanding its corporate purpose by adopting the status of **Benefit Company**. In fact, the commitment to operate in a responsible, sustainable, and transparent way towards people, the territory, the environment, and other stakeholders has been officially included in the legal name of the company.