



Reda presents the new collections at Milano Unica and takes another step towards sustainability

On the occasion of the 33rd edition of Milano Unica, the Reda Group presents the new Fall Winter 2022 collection for the **Formalwear** and **Leisure** categories. Offering the perfect opportunity to showcase the latest from Reda, it also provides further confirmation of the company's commitment to sustainable innovation via outstanding quality fabrics manufactured in a way that fully respects the environment.

Committed since 2004 in measuring and reducing the environmental impact of its production, Reda is the first Italian textile company and, among the first in the world, to obtain the B Corporation certification, the most advanced international standard, aimed at measuring economic, environmental, and social impacts of member companies. The Reda Group has recently joined [ZQRX \(ZQ Regenerative Index\)](#), the platform dedicated to people, companies and organizations who wish to collaborate and measure their sustainability performance to best identify their strengths and the areas they need to improve in. ZQRX allows to gain a global perspective on the challenges to face in terms of sustainability and social responsibility, challenges that can be overcome through specific targeted actions. ZQRX interprets and perpetuates the ethics and values behind “**regenerative agriculture**”, which aims at reducing land use to a minimum while trying to improve its fertility by using a combination of antique techniques and modern technology, and acting on minerals, organic components and microbiology while reactivating natural cycles. The Reda Group applies the ZQRX protocol to its partners in New Zealand, asking them to measure their farm management performance and think beyond the classic concept of sustainability to gain a deep understanding of the complex interactions between promoting animal welfare and protecting the land, climate and community within which they operate.

Head-to-Toe: for Fall-Winter 2022, Reda is offering the perfect fabrics for head-to-toe looks that suit a wide range of needs and occasions. Channelling a classic **Formalwear** spirit, the Cosmopolitan range offers the perfect suiting fabrics, further complemented by a more seasonal offer of warm comforting items from the Winter Edit. Confirming the strong commitment to sustainability that drives the Group's activities, the Back2Life, Made in Nature and #BeStretch capsule collections feature superior performances and respect for the environment. At the **Leisure** end of the season, Reda Active's jersey and woven fabrics are ideal for comfortable garments. Practical and versatile, the pant fabric comes with superior stretch and is fully machine washable

Sustainable innovation plays a key part in the Group's strategy, with each fabric the result of a commitment across the entire production cycle to offer our clients an innovative and certified product that fully respects the environment. Innovation is tightly linked to the digital sphere, which is why the collection is fully available and accessible through the **Reda 4.0 platform**.