



Milano Unica: Reda presents the Fall Winter 2023 collection

On the 35th edition of Milano Unica, the trade fair dedicated to the textile world (July 12th, 13th, 14th, 2022 in Rho Fieramilano), **Reda Group presents its new Fall Winter 2023 collection.**

A unique opportunity to present the novelties for the season in Reda's offerings, which once again confirms its commitment to sustainable innovation, offering excellent quality fabrics, made with full respect for the environment.

For this season, Reda Group presents the **Attitude capsule collection**, which includes articles with a strong personality and decisive character that draw inspiration from iconic archival fabrics to celebrate and reinterpret them, thanks to new technologies, in an unprecedented and contemporary way. The fabrics of the Attitude line are an exaltation of knowing how to renew oneself, a drive for change that involves clothing codes increasingly marked by versatility and adaptability to the most diverse occasions of use.

Interpreting the Formalwear style we find the Cosmopolitan business suit fabrics, the seasonal ones of Winter Edit, as well as the sustainable proposals of Made in Nature and #BeStretch.

There is no shortage of new products from the world of **Reda Active**, which expands its range of fabrics and colors, offering items with a technical and performance soul that draw inspiration from the world of sports and activewear. Conveniently machine washable, Reda Active fabrics are stretch and manage to perfectly follow the body's movements, providing unprecedented comfort. These fabrics manage to shape themselves and give life to garments with different functionalities and styles, accumulated however by a strong vocation for performance quality and the constant search for performance wools to obtain weights and hands with an informal character. Each fabric represents the pure expression of the dynamism and innovation that distinguishes Reda Active's proposal for this season, an offer capable of combining high technical performance, sustainability, and deep respect for the environment.

Reda fabrics are made from **RWS (Responsible Wool Standard) certified wools**, i.e. from farms managed responsibly according to specific criteria that respect animal welfare and reduce environmental impact. RWS certified wools are processed exclusively by accredited companies, ensuring complete traceability of the entire production process

Sustainable innovation plays a strategic role in the Reda Group and each fabric is the result of a commitment that involves the entire production process to offer the customer a product made in full respect of the environment, certified and innovative. Innovation also passes through digitization and, precisely for this reason, the collection can be accessed and consulted online on the **Reda 4.0 digital platform**.

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