



Milano Unica: Reda presents the Spring Summer 2024 collection

On the occasion of the 36th edition of Milano Unica, the fair dedicated to the textile world, Reda Group presents the new Spring Summer 2024 collection.

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

For the Spring Summer 2024 season, Reda, for the formalwear part, expands its *Maior* fabric offering in order to guarantee an even more complete experience in which luxury, excellence and Made in Italy find their highest expression. *Maior* has always represented the noblest expression within the Reda family of fabrics, fully interpreting the excellence of the great classics through fabrics unique in finesse, purity, and levity.

The offerings for the season are embellished by the encounter between 15.7-micron Merino wool and fine, lightweight fibers, such as cashmere and silk, and fibers capable of imparting freshness, such as linen. A selection of fabrics that interprets the dual vocation of elegance and versatility, lightness and innovation for high-end achievements.

Reda Active widens its fabric and color offer via technical high-performance items inspired by the world of sports and activewear, the perfect starting point to explore new uncharted territories. Easily machine-washable, Reda Active fabrics perfectly follow the body's movements thanks to their natural stretch, thus offering unprecedented comfort. Each fabric embodies the ultimate expression of the dynamic and innovative spirit at the core of the Reda Active range, which boasts a blend of superior technical performances, sustainability, and deep respect for the environment.

For the new season, Reda Active introduces a selection of functional fibers that are combined with Merino wool to achieve perfection in performance. This unique combination stems from the desire to reclaim an active purpose by reintroducing a technical spirit to the Active range, via the coming together of Merino wool and technical fibers. The result? Better performances, with a technical and deeply contemporary allure.

Reda continues its partnership with New Zealand Merino Company by joining ZQRX (ZQ Regenerative Index), the next generation of ethical and regenerative fibers. ZQRX provides a solution for consumers and brands who desire the luxury and comfort of natural fibers, but seek a higher level of environmental, social and governance (ESG) performance. As a partner, Reda was instrumental in developing and initiating this program, as a true regenerative leader in the luxury industry.

Reda's fabrics are made from RWS (Responsible Wool Standard) certified wools, meaning they come from farms that are responsibly managed 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.

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