



**MILANO UNICA: REDA PRESENTS  
THE FIRST 'DIGITAL GREEN' COLLECTION**

Reda is taking part in the 32<sup>nd</sup> edition of Milano Unica by debuting its first **Digital Green collection** for Spring Summer 2022 season.

Each line from Reda presents a fabric collection created in a digital manner, thus reasserting the drive towards sustainable innovation that has always defined the Group.

The Spring Summer 2022 Collection interprets the encounter between the world of craftsmanship of creative thinking and production process, with digital attitude and customization.

This collection was created digitally, and this allowed for substantial **energy savings\***:

- around 105 tons of CO<sub>2</sub>
- around 14,000 cubic meters of water

Commitment to **sustainability** has always played a prime role in the Reda Group's strategy. Each fabric stems from a company-wide effort to offer customers certified and innovative products that fully respects the environment.

The collection accompanies the Reda 1865, Reda Active and Reda Flexo ranges through 5 distinctive universes, each created to cater to a specific situation, each with a very current story to tell. From **Café Society**, which interprets a desire to socialize and interact, to **Cosmopolitan**, which taps into the Reda man's business-minded personality, via **Smart Twist**, which belongs to a new environment: the home, where more and more of us are not only living but also working according to new everyday dynamics and adapted social interactions. Ideal for me-time, **Indulgence** expresses a strong need for freedom; infused with the metropolitan style and sporty soul that define the Reda Active range, **Escape** features elegant technical fabrics created to meet current standards of comfort. Through this metaphorical journey throughout fantasy worlds, the Reda Group's fabric offer for Spring Summer 2022 covers a wide range of occasions and further confirms an innate ability to respond to a variety of needs.

On the occasion of the Milano Unica fair, the Reda Group has updated the **Reda 4.0 digital platform**, launched during the previous edition to enable customers to browse all the collections while enjoying a superior user experience.

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

\* Calculations based on data from the 2019 EPD.