

CAMILLA CARRARA
CEO

0/100

RE-SHAPING VALUES FROM 0 TO 100

**HOW MUCH DO OUR CLOTHES
COST TO PEOPLE & PLANET?**

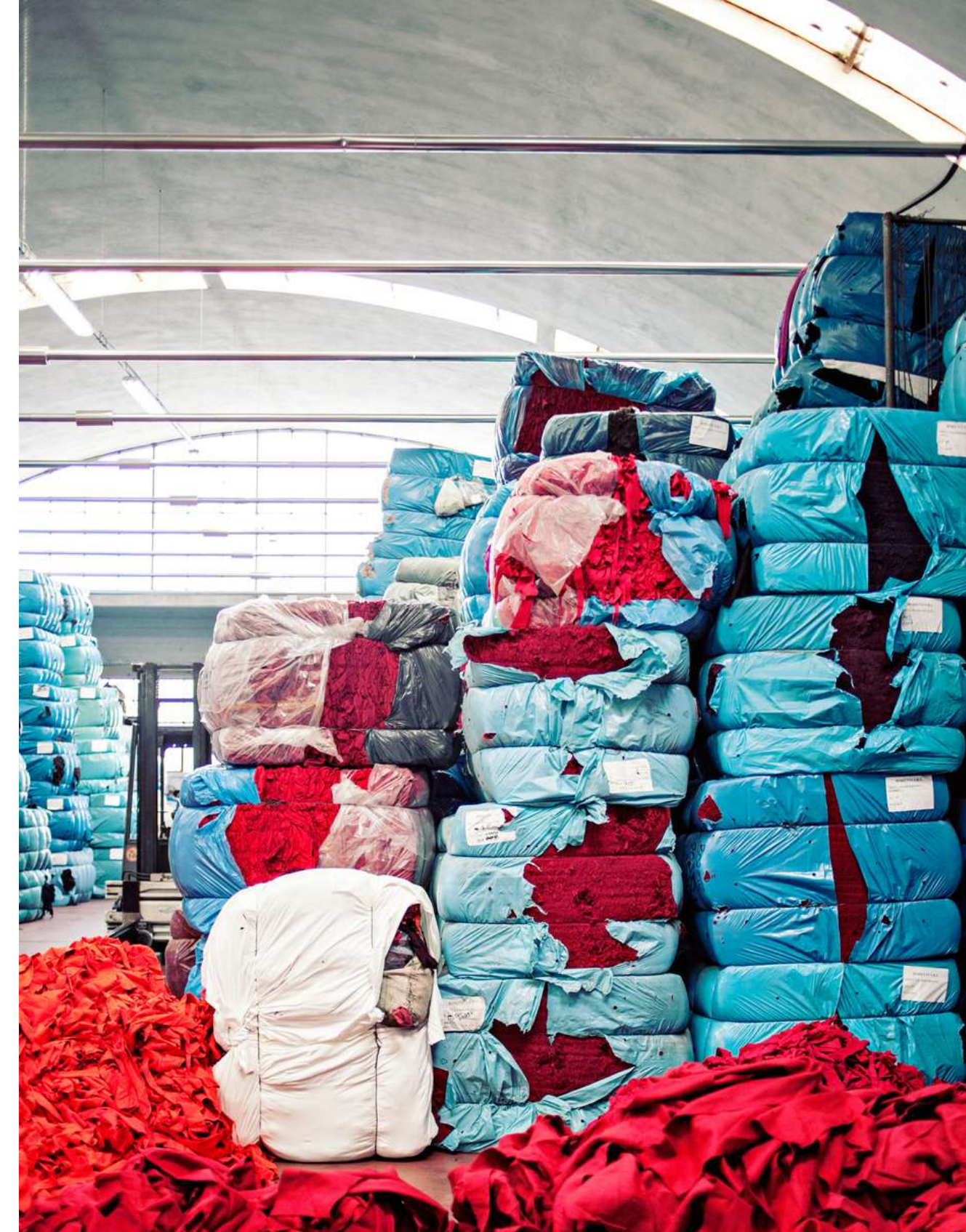




1/5 of industrial water pollution is due to fashion



1129 deaths



92 millions of tonnes of waste





*"Recognizing the
need is
the primary
condition
for design."*

Charles Eames



ZEROBARRACENTO

Made in Italy. Zero waste outerwear.

Outside of gender, age and time.

VISION

To create a safe space within the clothing for all ages and genders while building a zero waste supply chain.

MISSION

ZEROBARRACENTO serves gender e age fluid distinctive pieces thanks to a unique and bold design that avoids the waste of materials and optimizes the production process.

The sense of belonging, the will of a cleaner and inclusive world inspire our outerwear, 100% made in Italy.

Zero-waste DNA



GRS certified
recycled
materials



Zero-waste pattern
making



Compostable
packaging



Take back service
(testing)



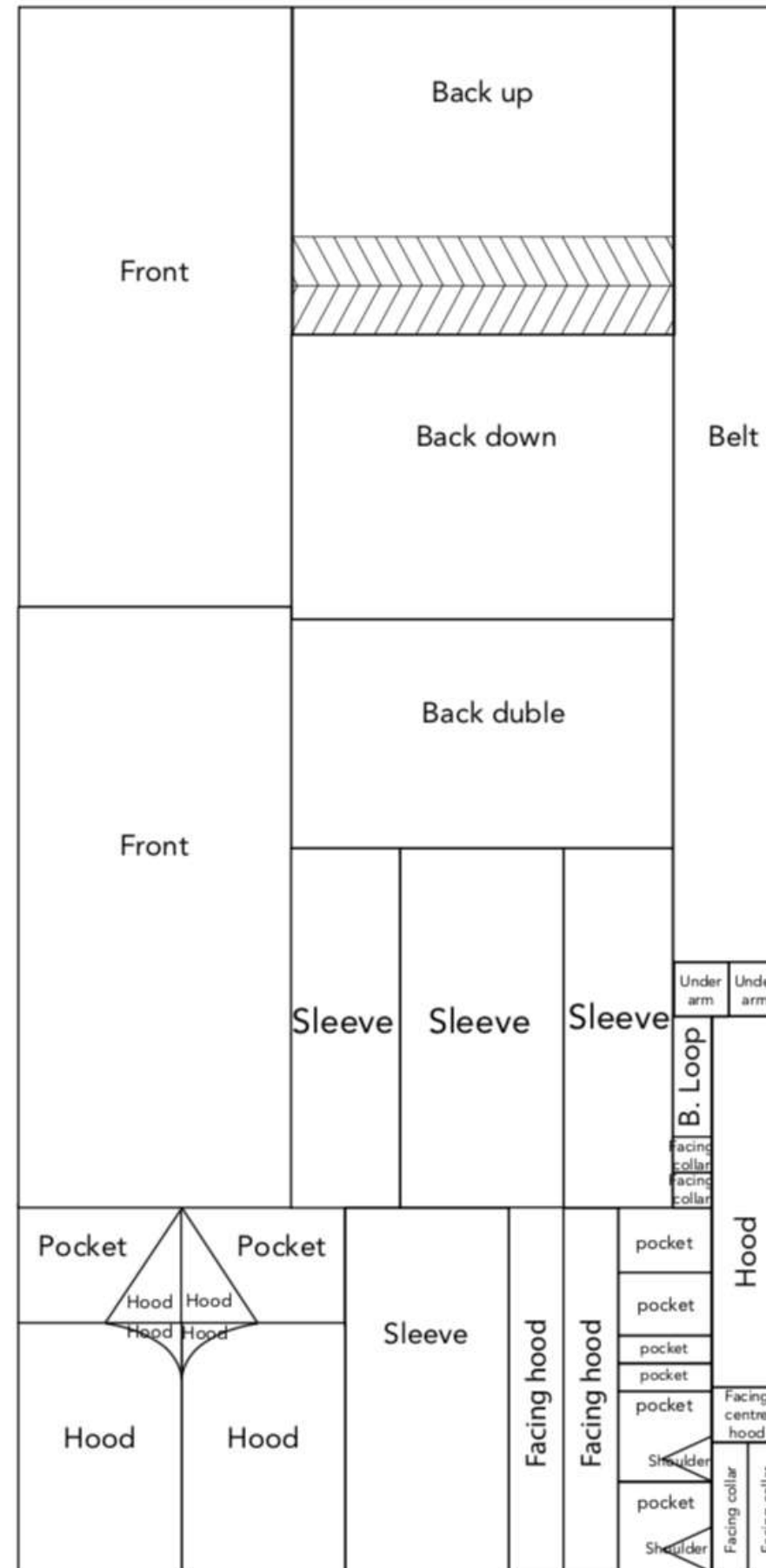
Conventional manufacturing

- Usually 15% of textiles go wasted in the production process of fashion clothes
- When textiles are wasted so too are the resources



Zero-waste pattern making

0% waste by rethinking the way we design clothes



Coat with hood
286cmx140cm



DESIGN TECHNIQUE



OUR LINES



CLEAN
ESSENTIAL
ITALIAN



OUR LINES



CLEAN
ESSENTIAL
ITALIAN



Every product is designed to last and to create a strong emotional connection to the person who chooses it.

Our aim is to prolong the life of each product by incorporating quality and emotional attachment into each piece. We make sure to keep a high standard of quality in each step of our production process. All the collections are responsibly developed and designed in Milano and made in Italy. All the materials that we source are certified, sustainable and produced by companies who are also as committed to responsible innovation as us.

Responsible sourcing





High expertise

Lower costs

Optimized logistics

External Production

HOME

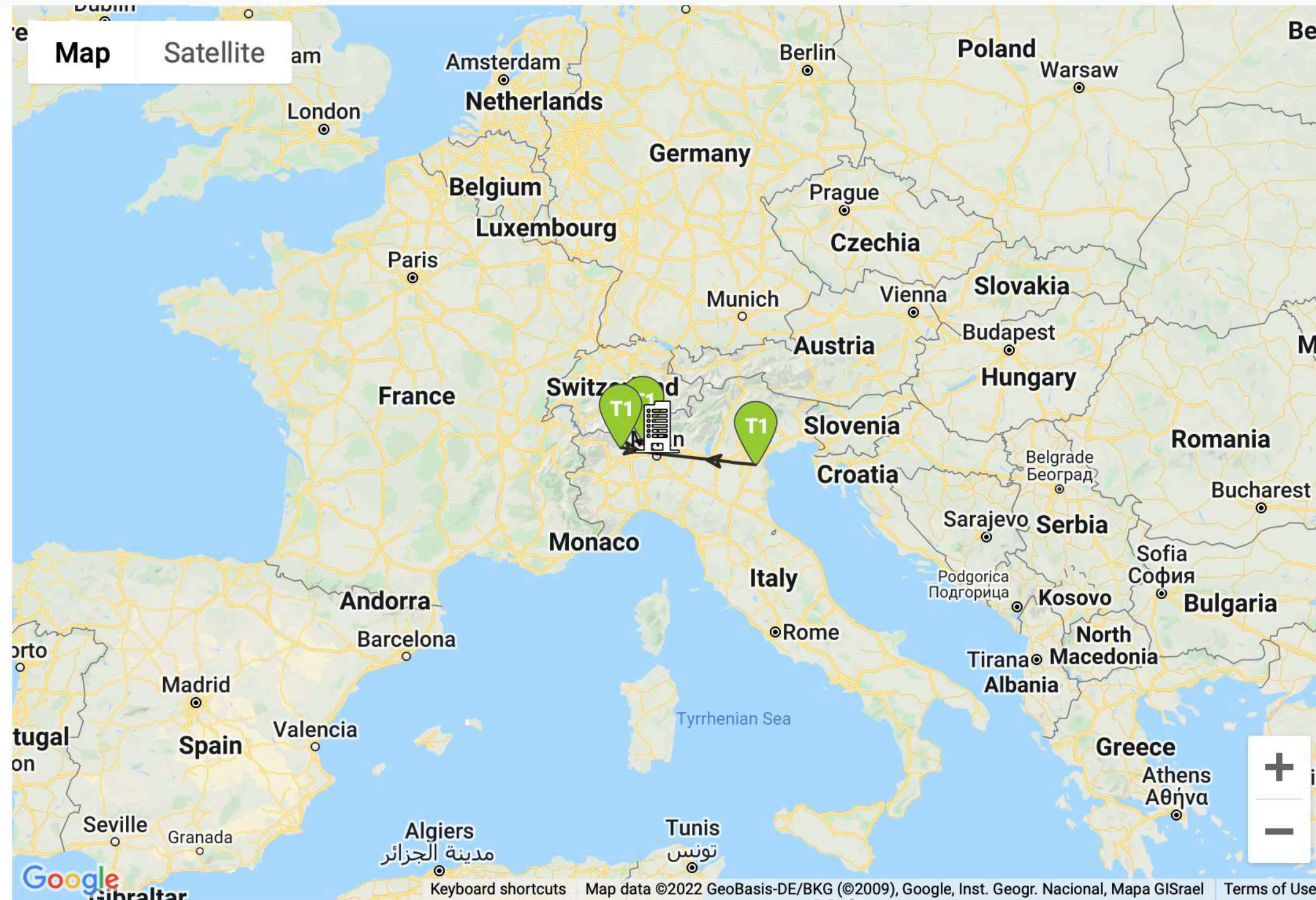
Dashboard

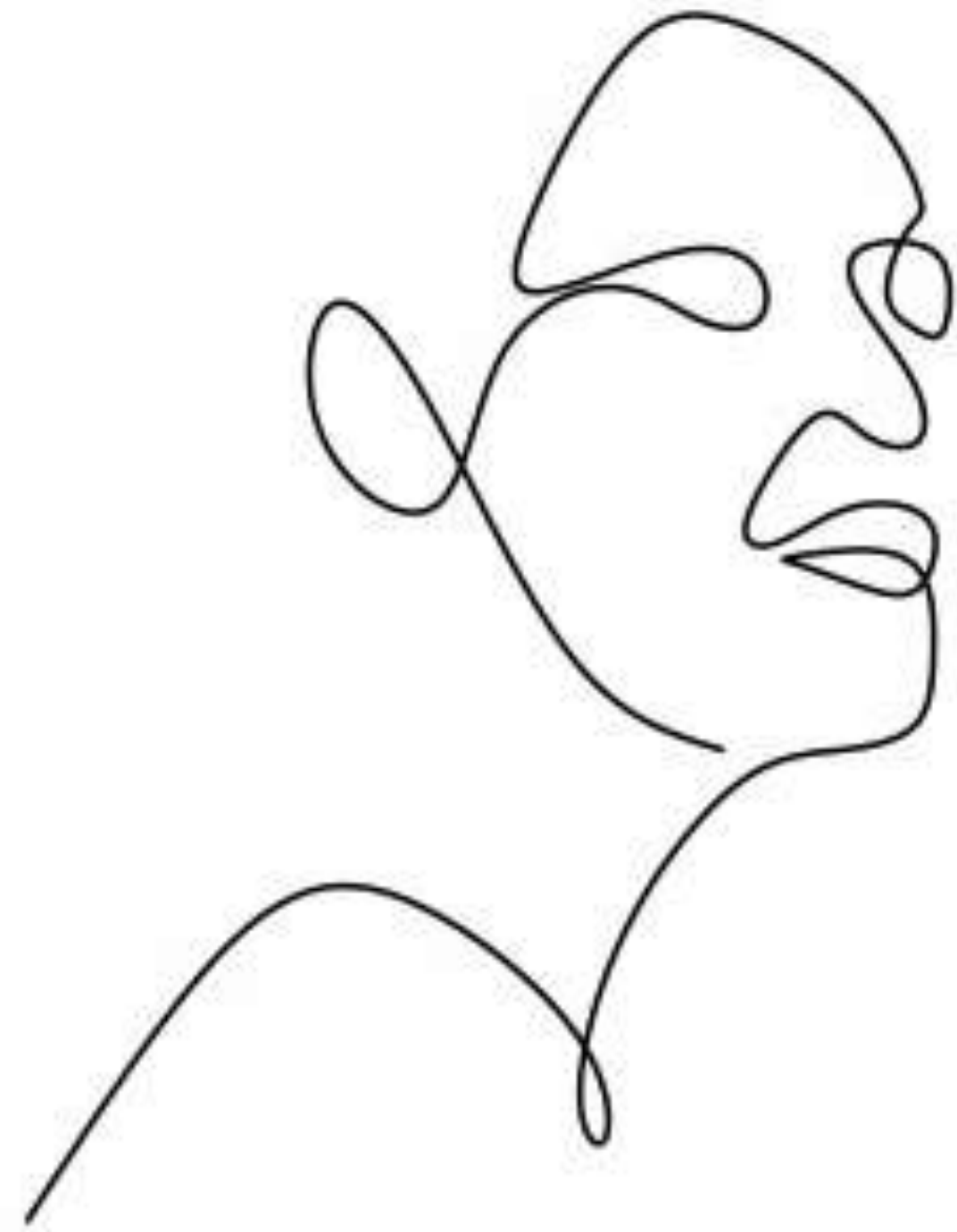
Azienda

NETWORK E CONTATTI

Fornitori

Clienti





Target

Design Connoisseur

Gender & age fluid

Middle/upper class

Urban based

PEOPLE ARE VALUE

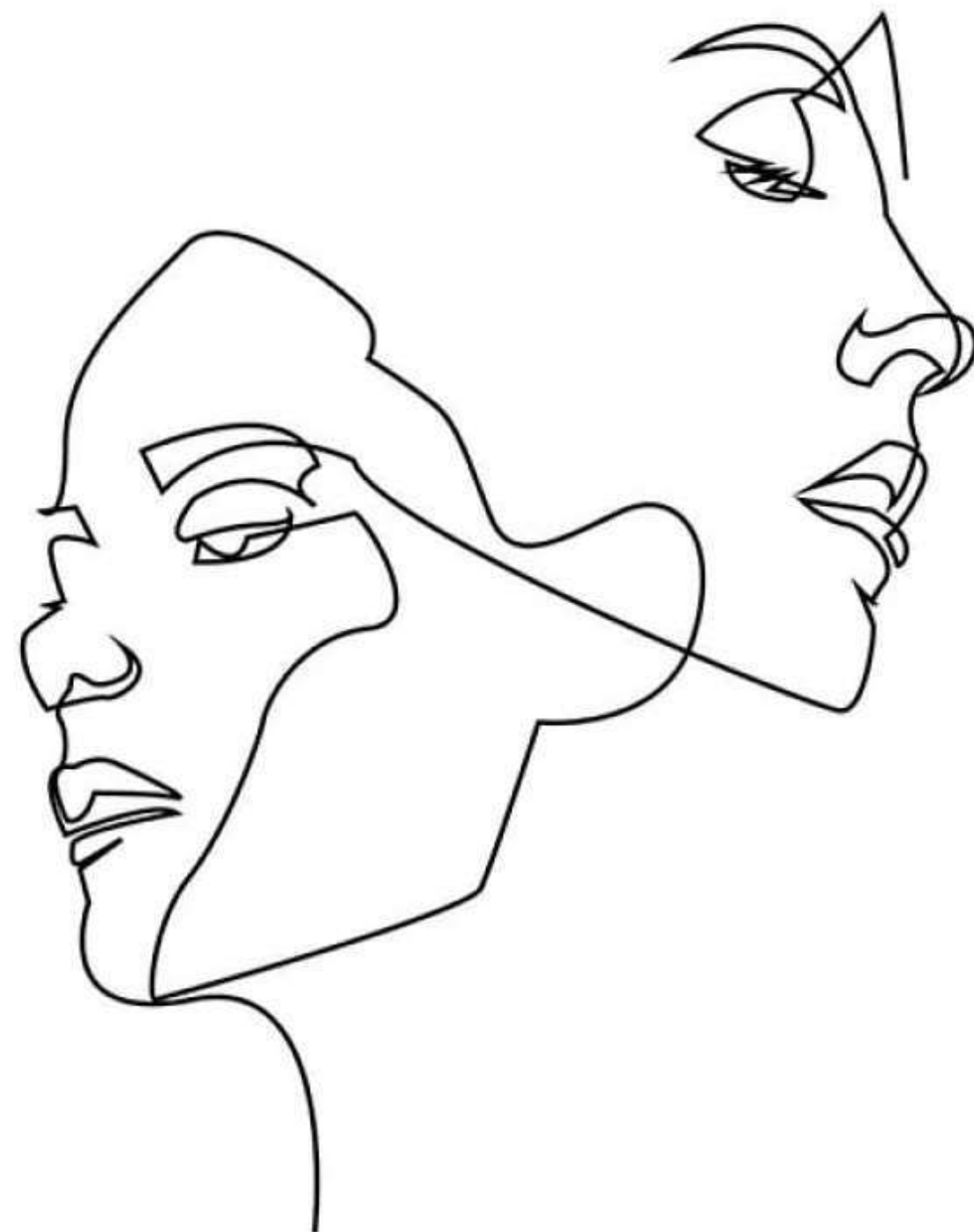
Our consumers are looking for design driven pieces that can enrich their daily lives. They want to fall in love with the design, the project itself and its inherent values.



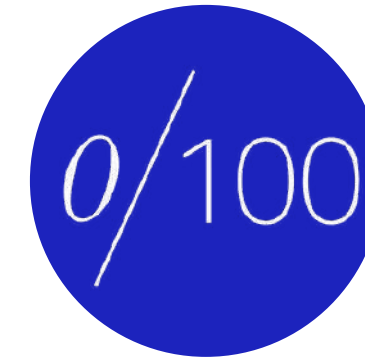
They need to express themselves with their individual talent, they want to feel distinctive and self-confident.

They do care about environmental issues, but their fundamental concern is about: feeling self-expressed in every situation, Nature is an ally for relaxing moments, a real expression of wellbeing.

ZEROBARRACENTO's lovers are "choosing" fashion items to express their personality. They are eclectic, non conspicuous consumers looking for self-fulfillment and "mental wellbeing".



SUPPLY CHAIN TRANSPARENCY



MUJI
無印良品

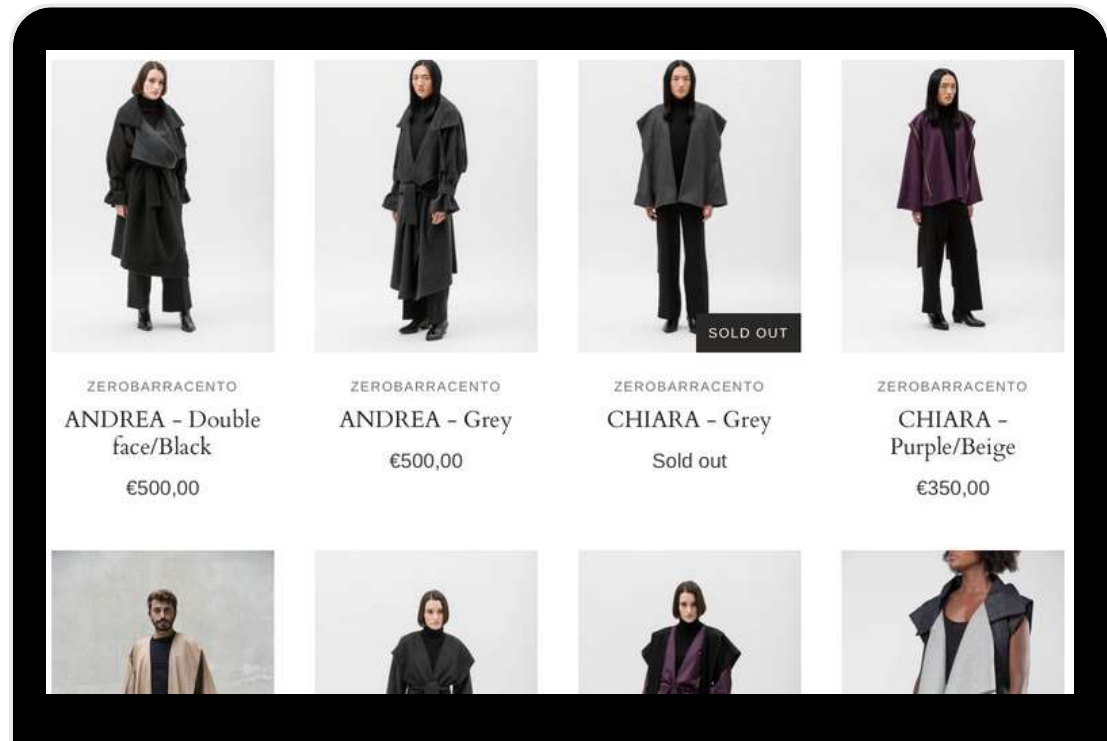
T_COAT
PALTÒ Nanushka

CREATIVITY

WEEKEND
MaxMara

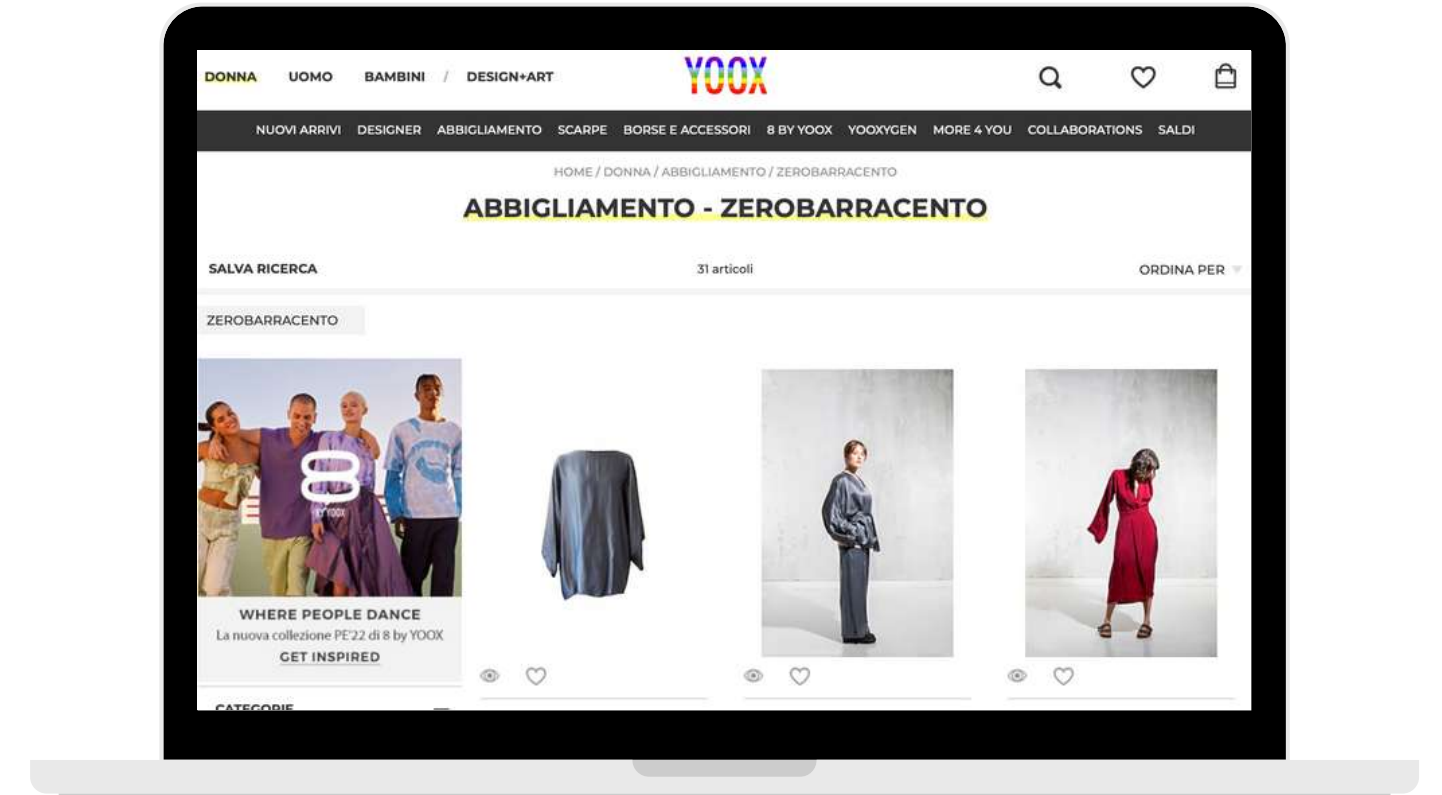
ALANUI
STAND STUDIO

Competitors



E-commerce

M&C channels

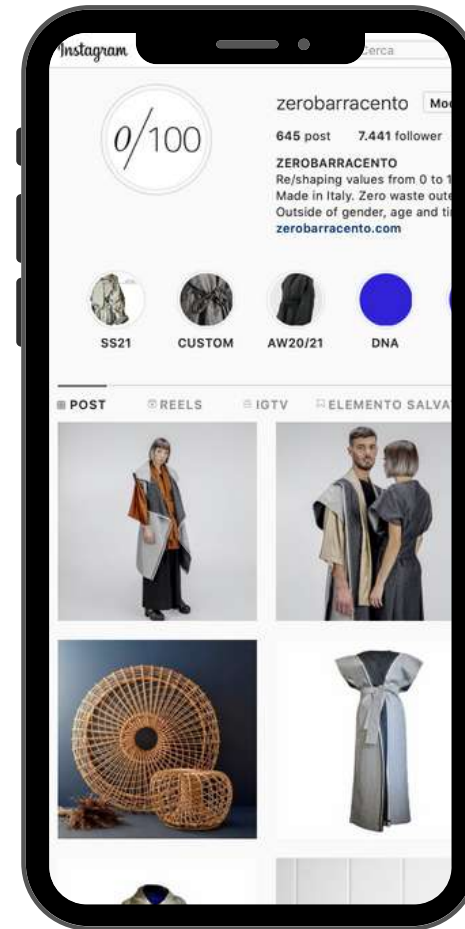


Multibrand e-tailers





B2C events



Social Media



Multibrand Stores

M&C channels



Offline Stores

Amorà Concept Store
CGM di Chiara Giulia Micoccio
Eticoutlet
Livinglia
Via Fratelli Lombardi 1
VIEW Concept Store

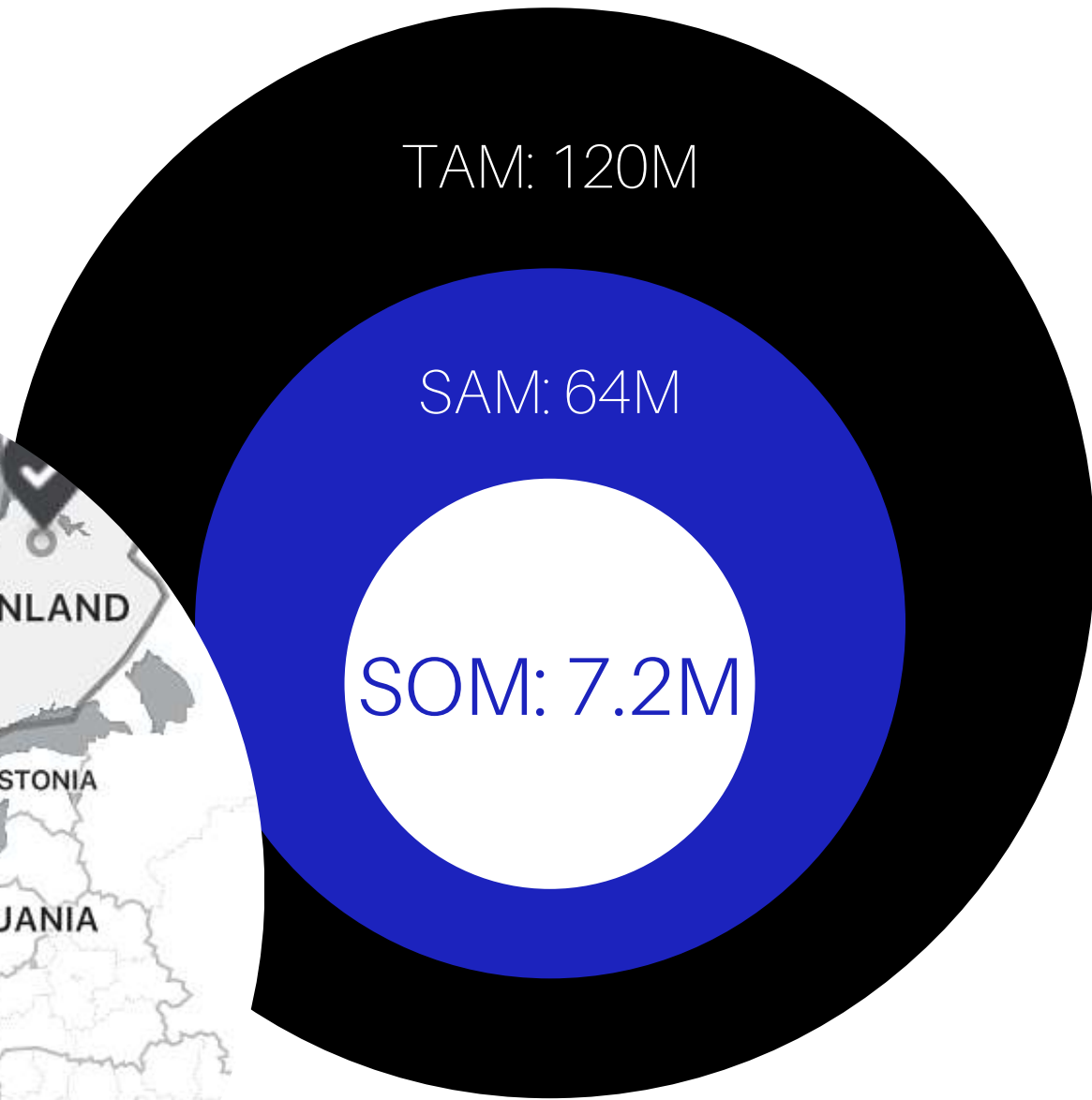
Online

YOOX
Ad Hoc Atelier
EcoChange
Fairly Market
MOOZA.IT
MOREOVERSTUDIOS.COM
MUSA.COM
NOT JUST A LABEL (NJAL)
Ob-fashion
Public Fibre
Renoon
Romiflo
Slow Nature®
The Cherry Moon
Vi Presento Italia

Online Showroom

Designer2Buyer
Faire
Mirta Wholesale

Sales channels



340 items produced

Sold Items: >300

40 sold items in 2020

+50% sales in 2021

20.000€ public funding in 2021

average price per unit = 280€

average cost per unit = 106€

Traction

Awards:

CREATIVE
CONSCIENCE
AWARDS

INTERNATIONAL LAB
OF MITTELMODA

MADMOOD
MILANO

CREATEX

WORTH
PARTNERSHIP
PROJECT

AC
FW

VOGUE
YOOX
THE FUTURE
OF RESPONSIBLE
FASHION
CHALLENGE

Partnerships:

cikis

SUSTAINABLE
BRAND PLATFORM

CLASS
THE RIGHT CHOICE TO
MAKE FASHION SMARTER

Wear
Me
3
Times

Renoon

REDRESS
DESIGN AWARD

Events:

WHITE
MILANO

showcase
ROMA

INTERFILIÈRE
PARIS

TheOne
Milano

ALTAROMA
FASHION RUNWAY

CENTRESTAGE
ASIA'S FASHION SPOTLIGHT

Il brand sostenibile del mese: Zerobarracento

di Federico Biserni

Il brand sostenibile del mese: Zerobarracento



rivet

MENU

RIVET

FOOTWEAR

SUSTAINABILITY

WEBINARS

REPORTS

SUSTAINING VOICES

EVENTS

HOME > DENIM > MILLS

UNISEX DENIM PIECES INDICATE COLLECTIVE SHIFT TO GENDERLESS FASHION

BY LIZ WARREN MARCH 18, 2021 10:18AM



SUSTAINABILITY

Moda sostenibile: lo zero-waste del brand ZEROBARRACENTO

Chanel Partners With Kristen Stewart Film 'Spencer'

WWD

MENU

ZEROBARRACENTO: Sustainable fashion press officer Camilla Carrara launched Zerobarracento in 2017 and she has been expanding its scope ever since, while continuing to bank on its core outerwear category – filled with roomy, belted and off-shouldered styles.

Like other brands on show at WSM, Carrara's mission is to "reshape the values of the fashion industry, abandoning the season cycles and the gender- or age-based approach to clothing," she said. Manufactured following the zero waste, puzzle-like paper pattern principle, which allows to save at least 15 percent of textiles compared to traditional processes, Carrara said she is often the one introducing the laboratories and factories she works with to the eco-friendly technique.

Newsletter Cerca

LIFEGATE



L'abbraccio tra sostenibilità e moda è una realtà con il marchio Zerobarracento



ZEROBARRACENTO KIMONO COURTESY



TEAM



Camilla Carrara

CEO

+ 5 years experience in sustainable fashion



Miriana Vignetti

CFO

+ 3 years international studies on finance



Alice Carrara

Legals

+ 3 years experience as legal manager



Anastasia Toivonen

International Sales



Filippo Pirilli

Communication intern

ADVISOR



Simone Demelas

Strategy advisor
+ 10 years experience in business strategy



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OUR CONTACTS

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Grazie!