

# LANAIOLI

## LANAIOLI AND SUSTAINABILITY



Lanaioli was established as a luxury brand in the fashion industry with a vision towards high Quality standards of its productions.

The choice of yarn worked entirely in Italy and the manufacture of its products performed by workers with artisanal knowledge are distinguishing elements of our Brand, which proposes an uncompromising Quality for our Customers.

But luxury fashion is not only Quality, and our attention to eco-sustainable choices has distinguished us since the start of our business, immediately beginning to work on two fronts, in order to make our small but valuable contribution to the increasingly pressing need for a growing economy, but one that respects the Planet and its natural resources.

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## REGENERATED RAW MATERIALS

The first choice we made from the heart was to use regenerated raw materials from the very beginning.

Since the launch of our brand, we have envisioned a line of products made from the finest yarn that can be found on the market: pure Regenerated Cashmere.

This yarn has characteristics of undisputed quality and manages to give maximum comfort while presenting itself in a very thin consistency, being completely isothermal it allows the body temperature to remain unchanged in cold or hot weather. But not only that, cashmere is also a hypoallergenic product and does not irritate the skin and has breathable properties, even making it wearable in direct contact with the skin.

Cashmere, however, is produced in places far removed from the companies that produce beautifully crafted knitwear in Italy and beyond. In fact, it is obtained from the combing of the fleece of the Hircus Goat, native precisely to the region of the same name in Kashmir, between India and Pakistan, which has a very limited annual per capita production, usually around 200 g only: a very limited supply on the textile production market, which inevitably raises its price.

The remoteness of the breeding places of the Hircus Goat, which has spread to other regions of the World, including even small experimental farms in Italy, also makes it an expensive product because of the expenses associated with the long journeys that each ball of wool has to make to get to the places of textile production, generating, as in all long-haul transport, inevitably an additional production of CO<sub>2</sub> to allow us to wear garments produced with this exceptional yarn.

This is why we have chosen Regenerated or even Recycled Cashmere, which is not a sub-product of this fine yarn, but in fact is the giving new life to garments that were already created in Pure Cashmere.

There are companies that are concerned with recovering from pierced, torn or very worn knits that are discarded by consumers and thrown away, collecting them and sorting them by color and type of material from which they are made.

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Thanks to a sorting process that is necessarily done exclusively by hand, where impurities and knits that are not 100 percent cashmere are eliminated, a fraying phase is carried out, which reduces these thrown-away knits into small pieces, which are brought back to life thanks to a carding process, as would be done for Cashmere recovered from the fleece of the Hircus Goat.

Finally, the fiber obtained from this process, once recovered, is taken to be twisted to be reinforced, until it is transformed into totally new yarns, resulting in a pure Regenerated Cashmere yarn, ready to be used for new high-quality textile production.

This process saves significant amounts of water, electricity, transportation fuel, and carbon dioxide emissions into the air, making Cashmere wool production decidedly sustainable and eco-friendly.

## **KM0 RAW MATERIALS**

The issue of long transportation that we have narrated for the procurement of Cashmere is actually a problem for other types of yarn as well.

Just think of Lana Merino, a fiber that is obtained from shearing the sheep breed of the same name, whose high quality characteristics we all know about, just perhaps inferior to Cashmere and also related to its decidedly higher level of fineness than any other species of sheep.

Wool sheep herds in Italy are practically on the verge of extinction: in fact, for decades a rewarding policy has been practiced for Italian sheep breeders by inducing them to produce milk (from which the great cheeses recognized in their quality and present on Italian tables and around the world are made) and also meat, which is decidedly more remunerative, so much so that the wool, which is necessarily obtained from the shearing that is done to the animals every spring, has become a problem, since having no recognized economic value, it must be thrown away and managed as waste, with all the related costs that this means.

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Currently, the largest farms and most advanced wool industries are in Australia and are so important, that for example a certain type of light wool is called "Tasmania" after the Australian island state of the same name.

Lanaioli has initiated an interlocution with a number of stakeholders and interested parties to arrive at the creation in the short term of a Network of enterprises that can independently produce discrete quantities of excellent quality merino wool by rediscovering endangered native breeds.

The aim is to provide local breeders with the right economic recognition for the wool conferred, allowing them to invest in the improvement of the genealogy of the animals bred, then allow the wool to be processed at dedicated factories located in Italy, until it returns a yarn of adequate fineness to be able to compete with that coming from other parts of the world and end up in the garments produced under our Brand.

This is a conscious choice, which is full of obstacles and difficulties, which we immediately decided to start exploring in order to start a project of short supply chain of wool Made in Italy, increasing the benefits for the environment and the reduction of costs and damages due to the long transport of raw material in Europe.

Please continue to follow and support us in this challenging project of environmental sustainability and dignity of labor.