

LANAIOLI

LANAIOLI: HEAD AND HEART GUIDE US IN OUR IDEA OF ENTERPRISE



The Lanaioli were, in ancient Florence in the 1300s, the members of the *Corporazione* (or Guild) of the *Arte della Lana* (Art of Wool), which brought together all the organizations, together with their owners and workers, that were involved in the processing of wool, starting from selection, passing through carding and combing, to spinning and then making garments from it for clothing or other finished domestic uses.

In those years, the Arts held power in the city of Florence and even the nobles were practically excluded, and that of Wool was the main one of the Arts that contributed to the peak of the economic expansion of the Florentine city, so much so that some estimates speak of productions reaching peaks of 10 percent to cover the wool needs of the entire West at that time.

Our entrepreneurial journey starts from here: yesterday as today in our country, some specific skills that have made the history of textile manufacturing over the centuries, from its beginnings with the first forms organized in the Corporations during the Middle Ages to the present day, have remained unchanged and indeed have been strengthened.

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The rediscovery of craft productions and the creation of High Quality textile artifacts necessarily passes through a Know-how that, in Italy, is lost back in the centuries.

In the world of mass production and the leveling of production standards, our project is counterintuitive and puts man and his knowledge, his technical ability, at the center, preferring the attention to detail that only an artisan production can give, over the large volumes of industrial machines.

Our energies are also lavished on providing the men and women who work diligently on our garments with a careful and scrupulous selection of yarns, which must always turn, for a precise choice of field, to the best producers of spun wool in Italy, undisputed world leaders in this market.

For us, Lanaioli, the passion for the Quality of processing and raw materials is not questioned, it is a choice in which we do not want to compromise.

The focus on the ability to know how to make recalls us to the idea of *homo Faber*, understood both as a craftsman who is able to make a creative effort that makes a garment of High Quality, but also seen as a man who is the creator and creator of his own destiny.

Since the establishment of our project, we have wanted not only to do business, produce and sell garments, but to make ourselves part of the change in our industry, which is why we married the idea of starting a collection of garments produced from Regenerated Yarns.

Cashmere, the finest of the yarns from which we make the garments we put on the market, is available to our Customers who are most attentive to the unique characteristics of this fiber, and it is also available now in the 100% Regenerated Cashmere version, not at all second in Quality to the Cashmere initially obtained from the fleece of the Hircus Goat.

The focus on a project of entrepreneurial sustainability does not stop at the recovery of recycled material, but in our idea continues to get in the medium term to involve the stakeholders in a short supply chain at Km0 of wool.

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The Italian production of wool from sheep and goat farms has over the years become lower and lower until it has almost disappeared: for a long time the fibers that make up our clothing have been coming from remote regions of the world. Just think of the merino wool that comes mostly from Australia or of Cashmere itself that originates in the Kashmir region of the same name precisely between India and Pakistan then spread elsewhere.

Here we stubbornly insert ourselves with the start of an interlocution with breeders, fiber processing companies, textile production companies and institutions as the leader of a recovery plan for domestic animal fiber productions that in time can again compete with foreign markets and realize, even if in a small part, our own Km0 production.

The savings in water, electricity, transportation fuel and related CO2 emissions from all the production and travel steps involved in getting a garment into our closets would be truly enormous, and we too want to make our contribution to change.

We want our Customers not only to be purchasers of beautifully made garments, attentive to details and as passionate as we are about quality, but also to become co-protagonists of a visionary project that has as its ultimate goal the dignity of labor, the saving of natural resources on our Planet and the revival of true Made in Italy, from raw materials to the finished product.

Lanaioli wants to help retrace and make even greater the vision and experience of the founders of the ancient Art of Wool.

We share the idea of business only if it is represented by responsible choices in which Values, Man and the Environment, come before business.