FORESTS FOR FASHION —
FASHION FOR FORESTS

When Sustainable Forest Management
Meets Sustainable Fashion Trends
FORESTS
IS FASHION INDUSTRY READY FOR SUSTAINABILITY

?
MANIFESTO FOR ITALIAN FASHION

ITALIAN NATIONAL CHAMBER OF FASHION

MAIN 200 ITALIAN FASHION COMPANIES

MILAN, ITALY
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design quality products that can last, minimizing their impact on ecosystems;
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2. **THE CHOICE OF RAW MATERIALS:**
use raw materials and textiles having a high environmental and social value (in terms of respect for the environment as well as for human and labour rights);
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10. **MAKE THE MANIFESTO A LIVING DOCUMENT.**
ROOTS: RAW MATERIAL

Kit Prins
International Consultant, Former Chief of the UNECE/FAO Joint Section

Paolo Naldini
Managing Director, Cituckland – Fondazione Pistoletto

Sarah Price
Head of Projects and Development, Programme for the Endorsement of Forest Certification (PEFC) International

John Scanlon
Secretary General, CITES

Dominique Reeb
Deputy Chief, UNECE/FAO Forestry and Timber Section
TRUNK: INDUSTRIAL TRANSFORMATION

ROOTS: RAW MATERIAL

Pier Giacomo Borsetti
Co-owner of Zogna Baruffa Lane Borgesia S.p.

Stefano Ferraris
Owner Ferraris Dyeing and Finishing

Jonny Kristiansen
Chief Executive Officer, Menocel S.A.

Lorenz Wied
Chief of Marketing, Lenzing

Martin K. Pate
Professor and Chair of Energy Efficiency, University of Geneva

Mauro Rossetti
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THE THIRD PARADISE