

CLASS MANIFESTO

The Manifesto for responsible fashion summarizes the values that C.L.A.S.S. has been researching, communicating and developing since 2007: the role of the ethical company and its transparent production, the importance of traceable and healthy products, the respect for people and planet.

Smart Companies, Ingredients & Manufacturing

Focus on **ETHICS, TRACEABILITY, TRANSPARENCY** and **HEALTH** throughout your whole **supply chain**



Make a **careful selection of smart certified/measured** fabrics, yarns and fibers, no matter if natural, transformed or innovative.



Consider alternative and sustainable sourcing to be able to inject circular economy into fashion.



Re-think the art of manufacturing out of the box. From smart machines' performances, to dyeing, finishing and all logistics.



Tune with the ultimate frontier of innovation: **discover digital and visionary tools to communicate** responsible fashion.

New Generation Communication

- **Story telling** must match the **story making**
- A clear, authentic (measured or certified) and precise renewed **lexicon**
- **Sustainable values are values only if properly communicated**
- **If you are not able to adequately communicate, your target won't be able to make a choice on/value your sustainable achievements**



THIS INITIATIVE SUPPORTS THE PROTECTION AND HEALTH OF OUR OCEANS

Circular Business Models

UNLOCK new resources and ways to creation for a circular fashion system

- **UPCYCLE**
- **RECYCLE**
- **RECONSTRUCT**
- **GO ZERO-WASTE**
- **RE-DESIGN**
- **RESELL**
- **RENEW**
- **SWAP**

THE EVOLUTION OF SUSTAINABLE FASHION MUST BE MEASURED IN 4 DIMENSIONS

$$\mathbf{F = D \times I \times S \times C}$$

D = DESIGN

I = INNOVATION

S = SUSTAINABILITY

C = COMMUNICATION

THERE IS NO SUSTAINABILITY WITHOUT KNOWLEDGE

THERE IS NO SUSTAINABILITY WITHOUT MEASUREMENT

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CLASS
THE RIGHT CHOICE TO
MAKE FASHION SMARTER