



**O R I G I N**  
PASSION AND BELIEFS

9 - 11 LUGLIO 2019  
JULY 9 - 11, 2019  
FIERAMILANORHO

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**ITALIAN EXHIBITION GROUP**  
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**PRESS**

Press release  
(English translation)

**IEG: AT ORIGIN PASSION AND BELIEFS SUSTAINABILITY IS FASHION**

**From the *Blue Bio Project* - new brand for eco-friendly collections - to the Matching Hour of Confartigianato Moda up to the CNA Federmoda conference on the certification of sustainable products.**

**For press accreditation at the 6<sup>th</sup> exhibition of manufacturing excellence at the service of the fashion industry, organized by Italian Exhibition Group at Fiera Milano, <http://bit.ly/2J5ScdO>**

*Milano, July 3<sup>rd</sup> 2019* – The 6<sup>th</sup> edition of **Origin Passion and Beliefs**, the exhibition of manufacturing excellence at the service of the fashion industry, organized by **Italian Exhibition Group (IEG)**, which is held from **July 9<sup>th</sup> to 11<sup>th</sup> 2019**, is packed with events for the companies in the sector at Fiera di Milano - Rho, in conjunction with the summer edition of Milano Unica, the Italian Textile Exhibition, of which Origin Passion and Beliefs completes the supply chain offer.

Training and refresher meetings with companies that take place in the Opportunity Lounge range from product development to modeling, from prototyping and sampling to the production of embroidery, accessories, bijoux, printing and weaving. With a file rouge: the future will be sustainable and the companies in the sector have understood this, some of them for a long time.

Tuesday July 9<sup>th</sup> at h. 14.00, Wastemark: the value of waste, a talk dedicated to sustainability in fashion production processes. Curated by Rossana Diana, the meeting will present the best practices of one of the companies present, the Blue Italy Abruzzo with Blue Bio Project, a new line of research products towards the concreteness of the zero impact product. This will be discussed by Cinzia Di Zio of Blue Italy and Rossana Diana, creator of the Waste Couture protocol and the Wastemark brand, which certifies all fashion products made following this protocol.

On July 10<sup>th</sup>, at h. 10.30, CNA Federmoda will present the talk on the textile industry between organic and sustainability: the future is in certification. How can the company certify its commitment to research and the creation of sustainable products? Pursuing a high level of safety for human health and a high degree of sustainability and protection for the environment are trends that concern transversally different sectors, from the agri-food sector to the cosmetic sector, up to the textile industry and the world of fashion. They will talk about it: Antonio Franceschini, national manager of CNA Federmoda and Carmen Di Pinto, CCPB product control and certification office.

Also on July 10<sup>th</sup> at h. 12.30, will be the turn of **Matching Hour**, b2b meeting between some exhibiting companies, organized by Confartigianato Moda, a moment of confrontation between companies to reason also about possible joint ventures and conclude agreements, orders and orders.

Four are the thematic areas of Origin Passion and Beliefs: **TEXTILE**, dedicated to the worlds of sampling, modeling, packaging, embroidery and product development; **LEATHER**, with printing, accessories, prototyping, cutting and weaving; **TECHNOLOGY**, which hosts thermo-taping, patents, hot stamping, dyeing and technical consultancy and **STONE**, which unites the best bijoux, accessories, prototyping, semi-finished and product development companies.

<https://www.originfair.com/en>

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