



C.L.A.S.S. expands into Japan

C.L.A.S.S. & Cihon Tec announce collaborative partnership on innovation & sustainability

Milan, 17 December : C.L.A.S.S. (**Creativity Lifestyle And Sustainable Synergy**) and Cihon Tec have announced a collaborative partnership aimed at spreading their work on innovation and sustainability in the lifestyle industry internationally. Cihon Tec, **the Japanese specialist in plant dye technology**, will join CLASS as Ad-Honorem Partner and will act as a technical advisor. Cihon Tec is CLASS' first partner in Asia and this represents a key landmark achievement in exporting CLASS' innovative business model internationally.

“Innovation and sustainability are two key themes that connect us with CLASS,” says **Keisuke Hishikawa, Founder Cihon Tec**. “CLASS knows fashion and trends, and they have a strong focus and knowledge on materials and fabrics. Having developed a unique technology in the field, we believe that this partnership is also useful in demonstrating that the industry is moving towards the right direction.”

“Cihon Tec stands for absolute excellence in innovation for its field in Japan,” says Giusy Bettoni, Founder CLASS. “We are delighted to open this reciprocal collaboration and look forward to assisting each other in further developing and spreading the concept of an innovative sustainable business model for the textile, fashion and design industries. We believe this partnership is important in furthering knowledge and sharing ideas, concepts, products and techniques to benefit the sustainable lifestyle industry as a whole.”

The agreement includes a number of joint activities and areas of collaboration. CLASS will assist Cihon Tec in introducing itself into the western textile, yarn and apparel markets through its knowledge and network of manufacturers and designers as well as through its communication campaigns and showroom activities in London, Milan and New York.

Similarly, Cihon Tec will be instrumental in supporting CLASS' and its activities in its home market. Both companies will share knowledge and know-how regarding the newest materials, fibres, dyeing techniques and other related subjects.

About CLASS Milan | London | New York

CLASS (Creativity Lifestyle And Sustainable Synergy) is a global network of three showrooms in Milan, London and New York founded in 2007 which supports and promotes environmentally sensible products for fashion, home and design through a wide range of eco-textiles, yarns, processes and services. Each showroom houses a comprehensive materials library - available for businesses, designers and buyers – as well as highlights from ranges of finished high-quality and stylish fashion garments and accessories, products for the home, and eco-relevant lifestyle products. In 2010, CLASS expanded its business area to include the commercialisation of ready-to-wear collections at its showroom locations and through its commercial partners. Product categories available at CLASS showrooms include: Naturals & Organics, textiles made from wool, silk cashmere, cotton, linen, hemp, vegetable tanned and dyed leather. Repurposed & Recycled, fabrics made from recycled polyester, recycled polyamide, cashmere, cotton and denim created to reduce your carbon footprint. Innovative Renewables, new biopolymers (e.g. Ingeo™), paper, milk protein, soy, seaweed, regenerated cellulosic's (e.g. Tencel®), wood pulp fibre (e.g. Lenpur™), bamboo, Modal/Micromodal and crab's carapace fibre (e.g. Crabyon®). These textiles are designed to reduce dependency on oil and promote more sustainable renewable resources.

About Cihon Tec

Cihon Tec founded in 1998 by Keisuke Hishikawa is a globally renowned specialist in natural dyes for apparel and lifestyle products based in Tokyo. The name is an acronym for the elements that mainly compose all organic life C (Carbon), H (Hydrogen), O (Oxygen), N (Nitrogen) combined with “love for all living things” I (from ikiteiru mono in Japanese). Famous for its unique system of dyes, Cihon Tec is also active on developing new technology for dye applications, designing coordinated scents and cosmetics, as well as promoting and marketing what could be considered a “natural materials” lifestyle. Key collaborations include, a 15 year relationship with Ito-en, the world’s leading purveyor of Japanese green teas and beverages and Isetan, Cihon Tec’s clients include, Itochu Shoji Co.Ltd • Sumikin Bussan Co.Ltd • 4 5 RPM Co. Ltd • World Co.Ltd • Onward Kashiya • Five fox Co.Ltd • Tokyo Style Co.Ltd • Issey Miyake • Tomorrowland • Kuiipo Co.Ltd.

Today, Cihon Tec counts over 35 mills that are working on his side.

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