

Europe designs a sustainable future

WITH EUROPEAN COTTON

Press Release - European Cotton Alliance (ECA)

The fashion world in Milan welcomes European cotton

- EUCOTTON, the initiative by European Cotton Alliance (ECA) for the promotion of European cotton and its sustainability characteristics, hosted an exclusive event in Milan on July 10th
- Over 80 professionals from the fashion and textile industries participated at an evening of panel discussions and networking for the promotion of the sustainable and quality European cotton production

Milan, 16/07/2024 – On Thursday July 10th, Milan became the fashionable stage for the presentation of EUCOTTON initiative in northern Italy. Over 80 professionals from luxury fashion and textile Italian brands, such as Versace, Trussardi, Gucci, Superga, Candiani Denim, gathered in central Milan to attend the EUCOTTON event, which was organized by the European Cotton Alliance (ECA) as part of its pan-European promotional campaign for the increase of awareness on European cotton quality and sustainability properties.

During the event, the Greek and Spanish delegates of European Cotton Alliance presented the innovative approach of EUCOTTON for the creation of **100% European, sustainable and high quality garments which are 100% traceable from farm to shop.**

The welcome speech was addressed by **Cavaliere Francesco Casile**, who highlighted the increasingly growing importance of choosing sustainable yarns and fabrics.

Then, the EUCOTTON initiative was presented by **Antonios Siarkos, President of European Cotton Alliance, and Dimitris Polychronos, CEO of Nafpaktos Textile Industry**, as representatives of the Greek/Spanish EUCOTTON delegation who travelled to Milan for the occasion.

The presentations were followed by a panel discussion moderated by **Maria Cristina Pavarini, Senior Editor of THE SPIN-OFF**, exploring possibilities and synergies for the European cotton industry and the Italian fashion & textile industry for more sustainable and conscious garment production. The round table consisted of **Dimitris Polychronos and Vassilis Markou**, CEO of Violar SA, **Simon Giuliani**, Head of Sustainability at Candiani Denim, **Flavio Berto**, CEO of Berto Industria Tessile, **Tommaso Cumerlato**, Chief Sales Officer at MIC Spa and **Lucinda Spera**, Chief Marketing Officer at John Richmond.

Discussion focused on the importance of the characteristics of the raw material, global market trends, and phenomena such as greenwashing. From this comparison, a topic of growing importance came to light: the traceability of garments starting from the raw materials as well as from the yarns themselves, with tools like the EUCOTTON traceability platform.

“Global textile production almost doubled between 2000 and 2015, and the consumption of clothing is expected to increase by 63% by 2030. This relentless expansion in consumption has an enormous

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*impact in natural resources, the climate and the environment. In Europe this impact is estimated to be the fourth highest after food, housing and mobility. In order to address the challenges of the textile sector, the European Commission has recently presented the new strategy for sustainable and circular textiles. The new EU strategy sets out the vision and proposes actions to ensure that by 2030 textile products placed on the EU market will be more durable, reusable, and recyclable, free of hazardous substances and produced in respect of social rights and the environment. This opportunity lies in developing **regional, resilient, traceable, and transparent supply chains** that can **efficiently, and reliably** support the advanced requirements of brands and retailers looking to better serve their customers' needs" commented the President of ECA Antonis Siarkos. "This is exactly the case of the **European Cotton: a strictly regulated crop produced by non-GMO seeds which results to a superior quality, natural, renewable fiber. And most importantly, locally produced"***

The event was also attended by professors of three prestigious Italian Universities, NABA, Polidesign and Cuoia Business School, who join forces with EUCOTTON for the implementation of exclusive workshops for their students.

Following the conclusion of the discussion, the guests participated at a networking cocktail session where they also had the opportunity to see a demonstration of premium European cotton fabric being hand - dyed with traditional methods by artist **Emina**.

EUCOTTON brings together the whole cotton chain in Europe, to ensure the quality and traceability of the fiber. As consumers demand from brands more sustainable products, with shorter supply chains and firm social values, European cotton provides the answer to the textile and fashion industries in the quest of sustainable raw materials.

ABOUT THE EUROPEAN COTTON ALLIANCE

The European Cotton Alliance (ECA) is a European-level association formed by the active collaboration of cotton producers and industry associations in the European producing countries. Founding members of the Alliance are the Inter-professional Organizations, the Industry and the Manufacturers' Associations in Greece and Spain, accumulating 100% of the cotton sector in Europe.

The **EUCOTTON campaign** is implemented by ECA with the aim of increasing the visibility of European cotton and raising awareness of its sustainable and quality characteristics in several European target-markets. Campaign co-funded by the European Union under Regulation (EC) 1144/2014 – Enjoy it's from Europe.

To find out more, visit: eucotton.eu.

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