

press release

IEG: THE HOSIERY SUPPLY CHAIN MEETS ONLINE ON THE FIMAST CONNECT DIGITAL PLATFORM

“Road to FIMAST”, the countdown to Italian Exhibition Group’s international footwear show, to be held in Brescia from 19th to 22nd October 2021, will be underway on July 22nd.

Market leaders like Calzedonia Group, Wolford, Lonati Group, Karl Mayer Group, Fulgar e ROICA™ di Asahi Kasei will be inaugurating a series of training and online business events focusing on sustainable innovation coordinated and moderated by C.L.A.S.S.

www.fimast.eu/en

Brescia (Italy), 16th July 2021 – Technological excellence, responsible innovation, sustainable production. On **Thursday, 22nd July, the hosiery, sportswear, lingerie, seamless and 3D footwear supply chain** will be meeting online to analyse the sector’s global development trends and opportunities, marking the start of the countdown to **FIMAST 2021, Italian Exhibition Group’s much-awaited B2B trade show event** scheduled to take place, with physical attendance, at the Brixia Forum in Brescia from 19th to 22nd October 2021.

FIMAST is therefore “setting off” on a new development route for the trade show which will focus on **responsible and sustainable** innovation along the supply chain it represents. The first steps in this direction include activating a **top-level partnership with the ecohub C.L.A.S.S. (Creativity Lifestyle and Sustainable Synergy)** and constant dialogue with the sector’s global players.

“Road to FIMAST” is the first in a series of training and business events that will take place during the months preceding the show on the **digital platform, FIMAST CONNECT**. It will offer Italian and international traders the chance to discuss the most challenging and decisive topics for the sector’s future by directly dialoguing with the main players from all the supply chain’s segments, from machinery to thread, from services and hosiery companies to brands.

The event will consist of **two online talks**, coordinated and moderated by C.L.A.S.S. The first, entitled “**Smart-tech visions to meet responsible innovation values**”, will be held in English and start at **11 am**, with focus on **responsible and sustainable innovation** for hosiery, lingerie, sportswear and fashion supply chains. The **Lonati Group, Karl Mayer Group, Fulgar and ROICA™ by Asahi Kasei** are the companies that will intervene by putting their international experience into play to explore the supply chain’s different technological aspects, from cutting-edge textile machinery to new generation fibres.

The second talk, “**Conversations about sustainability journeys**”, scheduled for **4 pm**, will highlight **sustainability** among the **current and future challenges for companies operating in the fashion and accessory industry** in order to meet the needs of an increasingly more global market and consumers who are increasingly aware and responsible. Two international brands of reference, both inspirational companies in the sector, will share their views: **Calzedonia Group and Wolford**.

Furthermore, as of 10 am on July 22nd, professional profiled visitors visiting the event and companies on the **FIMAST CONNECT platform** will have the chance to meet and do business. An opportunity to explore services, products and the latest ideas from companies in the sector.

For the full programme of initiatives: www.fimast.eu

ABOUT FIMAST

FIMAST, the **international tradeshow dedicated to the entire hosiery industry** is a **biennial B2B** event now in its **fifth edition**. It will be held in the Brixia Forum Expo Center in Brescia (Italy). **Opening hours:** from Tuesday October 19th, 2021 to Thursday October 21st, 2021 from 9am to 6pm; Friday October 22^d, 2021 from 9am to 2 pm. Unique in Italy for the sector, it offers the latest world news on textile machines for socks. Thanks to the presence of large hosiery factories, it opens scenarios for the major yarn producers in the key districts of this sector in Italy: in Brescia, the headquarters of the main machinery district for this type of article, and in Mantua for the finished product. www.fimast.eu

FOCUS ON ITALIAN EXHIBITION GROUP

Italian Exhibition Group (IEG), listed on the MTA (screen-based stock exchange) organised and managed by Borsa Italiana S.p.A., has built up over the years, through its Rimini and Vicenza venues, a position of domestic leadership in the organisation of trade fairs and conferences, and has developed its foreign activities - also through joint ventures with global or local organisers, in the United States, United Arab Emirates, China, Mexico, India - which have positioned it among the leading European operators in the sector.

<https://www.iegexpo.it/en/>

C.L.A.S.S. is the international ecohub founded by Giusy Bettoni in 2007 which has established itself as a reference point in the fashion and textile business for brands, designers, manufacturers, students and all those determined to make fashion smarter. C.L.A.S.S. mission is to provide professionals the strategic tools to trigger change and to grow both in responsibility and competitiveness. The ecohub pursues its goals by merging design and innovation with the new sustainable values contemporary consumers are looking for. Over the years, C.L.A.S.S. has teamed up with some of the most influential players in the virtuous textile and fashion business such as Première Vision, Fashion for Good, Renoon, Fashion 4 Development, Fondazione Ferragamo, The Sustainable Angle and more. www.classecohub.org

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