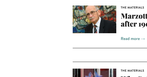

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THE MATERIALS

Discover Marzotto Group’s next traceable and sustainable steps

by **Maria Cristina Pavarini** — July 12, 2024

Marzotto Group, the Italian textile conglomerate founded almost 190 years ago and recently majority acquired by the Favrin family, is committed to pursuing paths focused on innovation and sustainability. That's how it can better meet the market’s increasingly demanding requests while guaranteeing a complete and transparent, ethical and high-quality supply chain.

For these reasons, on the occasion of the last edition of Milano Unica, Marzotto Group has announced its decision to become an accredited partner of Authentico by Schneider Group, a global brand that guarantees the quality and transparency of wool tops provided by Schneiders, an Italian historical wool and specialty fiber supplier founded in 1922 near Biella.

While Marzotto owns some minority shares of the Schneiders' subsidiaries, it is now joining its network and can get full transparent certified raw materials, with traceable, responsible, high-quality and ethically managed supply chains, from the farm to the production of the wool tops.

The result of Marzotto Group joining Authentico is the beginning of a journey for its various wool mills like, for instance, Fratelli Tallia di Delfino, Guabello|1815, Marzotto Fabrics, Marlane and the women's divisions Opera Piemontese and Estethia G. B. Conte.

Photo: Marzotto Group

Giorgio Todesco

"We chose to establish the partnership with Authentico because our group has since long adopted a green approach according to which the value of a product lies in its intrinsic quality and this obviously begins with the raw materials," commented Giorgio Todesco, CEO, Marzotto Wool

Manufacturing.

“This collaboration fully responds to our consolidated commitment to transparency and traceability of our fabrics’ entire supply chain, up to production waste disposal and reuse.

The fibers we use must already meet precise quality and environmental standards, but now we take a further step forward, because Authentico fibers themselves follow a carefully structured approach that verifies, tracks and brands the supply chain through its Verification System that provides criteria and guidelines to all partners in the supply chain–from farmers to the finished garment,” he added.

Photo: Schneider Group

Laura Ros

“In Marzotto Group, we have found an ideal partner to expand the Authentico network and thus allow the fashion industry to adhere to a production model in which product high quality is also based on using fully traceable and responsible wool throughout the entire supply chain. We know that this choice is the result of a conscious evolution that is up to the challenge," commented Laura Ros, CEO, Schneider Group.

How Marzotto increases its environmental commitment
Marzotto Group has been joining a series of initiatives and certifications meant to increase its environmental commitment. For instance, the group believes in the value of regenerative agriculture. Thanks to its holistic approach it helps to reduce the exploitation of the soil by improving its fertility as a healthy soil helps to generate more food. Saves more carbon, increases biodiversity and reduces the risks of erosion. Therefore, while it respects land, sheep raised in such environment will produce regenerative wool.

In-keeping with this approach Marzotto has voluntarily adhered different certifications that, in addition to Authentico by Schneider, include ZDHC, RWS, Global Recycled Standard, BCI cotton, ISO 14001, ISO 9001, Standard 100 by Eco-Tex, Woolmark and GOTS and has also started supporting Made in Puglia, traced sheep raising.

Among new alternative sustainable fibers it has started producing Eartheart, what it claims to be the first bi-stretch highly degradable, low impact, elastane-free wool and polyester fabric made.

It has also developed Fiber Pro, a new fiber obtained in collaboration with Spiber, a Japanese fiber manufacturer, that produces Brewed Protein, a man-made polymer obtained from sugar fermentation.

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