



*presents*

#### FORMAT

The next edition of the Phygital Sustainability Expo® will be held on July 5<sup>th</sup> in Rome.

The Phygital Sustainability Expo® is the first event in Italy entirely dedicated to the ecological transition of the fashion and design system through technological innovation.

It is a traveling sustainability Expo for fashion and design; who will annually reside in a different museum location, a beacon of Italic culture, iconic beauty and high craftsmanship; mirror of that territory and region in which the museum will reside. In 2022, the Phygital Sustainability Expo will take place at the Royal Palace of Caserta, with the adjacent centuries-old Bourbon manufacturing of the royal site of San Leucio, a UNESCO World Heritage Site.

The Sustainable Fashion Innovation Society sits on the UN Fashion Industry Charter for Climate Change-UNFCCC committee.

#### ECOLOGICAL TRANSITION:

The mission of the Sustainable Fashion Innovation Society is to help fashion companies in the transformation of their supply chain to *Green* (SDG 12 and 13), introducing one or more elements for the sustainable innovation of this segment.

#### CONSUMER AWARENESS:

Since all revolutions start from the bottom, the purpose of the platform is to raise awareness of the consumer, providing him with information and training tools about why between a simple T-shirt and a sustainable T-shirt, he should choose the latter. Admission to the event is free.

#### MUSEUM ROUTE:

The public will be accompanied on an immersive 3D digital museum itinerary on the life cycle of a garment. Making the public aware of the importance of the circular economy, explaining the different processes that products undergo, at times harmful to the planet, is the mission of the Phygital Sustainability Expo®, in line with the SDGs of the UN 2030 Agenda.

#### TABLEAU VIVANT:

The brands' exhibition consists in the display of up to 3 iconic sustainable and/or technological outfits, on statuary mannequins.

## FASHION SHOW:

Brands will take part also to the fashion show, narrated by a voiceover who will describe the innovation of their most representative piece; which may vary from the eco-sustainability of the fabric used (bamboo, orange fiber, hemp, non-violent silk, beech fiber, etc.); to the aspect of technological innovation (wearable technologies, smart shirts, silver fiber, nanotechnologies, biotechnologies, etc.).

## QR CODE:

Each brand will be equipped with a QR code that the Phygital Sustainability Expo® team will develop with them in the coming weeks, with a view to reducing the amount of paper material and in the name of green economy & climate change; mission of the Sustainable Fashion Innovation Society.

The adhesive QR code will be framed via the smart phone of the buyer, customer or Expo visitor and will provide all the details on the brand and the sustainability of the framed outfit, within the SFIS web platform.

## LECTURES:

The exclusive Phygital Sustainability Expo® format provides for a panel of speakers from organizations and institutions that represent the elite of international sustainability. In the afternoon, the "*Green Confidential*" educational workshops will follow, within which the innovation brands and manufacturers, creative clusters and Startups will be involved, with a focus on the sustainable supply chain of the product and its process (LUISS Business School- Academic Partner).



[board@sustainablefashioninnovation.org](mailto:board@sustainablefashioninnovation.org) [www.sustainablefashioninnovation.org](http://www.sustainablefashioninnovation.org)