

INSIDE THE BRAND DNA

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0/100

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RE-SHAPING VALUES FROM 0 TO 100

# VISION

To create a safe space within the clothing for all ages and genders while building a zero waste supply chain.

# MISSION

ZEROBARRACENTO serves gender e age fluid distinctive pieces thanks to a unique and bold design that avoids the waste of materials and optimizes the production process.

The sense of belonging, the will of a cleaner and inclusive world inspire our outerwear, 100% made in Italy.

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## **1. WHAT WE DO**

## **2. 0 WASTE DESIGN MISSION**

2.1 Clean Materials

2.2 Essential Lines

2.3 Italian Manufacturing

## **3. SUSTAINABILITY**

3.1 Traceable Production

3.2 Materials

3.3 Suppliers

3.4 Sustainable packaging

## **4. PEOPLE ARE OUR VALUE**

## **5. OUR RESPONSABILITY**

SEE BEHIND THE 0 AND 100 AS OUR  
STATEMENTS:

**0%** OF WASTE  
**0%** OF GENDER

**100%** SUSTAINABILITY  
traceability, transparency and inclusivity



ZEROBARRACENTO offers high quality pieces thanks to a unique and bold design that avoids waste and optimizes the production process.

The sense of belonging, the will of a cleaner and inclusive world inspires our outerwear, 100% Made in Italy.

Collections are inspired by architecture and product design, they are all about understated elegance, delivering clothing that is intimately luxurious, and convey that information through clean lines, Made in Italy manufacturing, and exceptional materials.

Designed to feel confident and fulfilled, to help people find their best self expression, while re-shaping a zero waste lifestyle



*ZEROBARRACENTO  
exemplifies a silent luxury  
which is both sharp and  
soft, focusing on inner  
values, quality materials,  
and functional design.*





# DESIGN MISSION



Coat with hood  
286cmx140cm



Zero-waste is a design technique that eliminates textile waste at the design stage (usually, around 15% of textiles go wasted in the production process of fashion clothes).

Our patterns are developed starting from linear geometric shapes that create a puzzle, then pieces are cut and draped on dummy.

We make our statement by using the three principles: clean, essential and Italian lines.



## ESSENTIAL LINES

Each and every piece we design is self-complementary. We design outdoor thinking about the life-cycle of our products. For this reason we do not include any addition that might go to waste such as buttons, zippers or hooks.



## CLEAN MATERIAL

We only use top-quality materials that come from certified suppliers and hold a production/consumption chain that respects the circularity principles.



## ITALIAN

We are proudly designed and made in a sustainable Italy. The top-class materials we use come from a sustainable production chain, which has enabled us to develop full traceability for our products.

DNA







# SUSTAINABILITY

Blue is the new green

Every product is designed to last and to create a strong emotional connection to the person who chooses it.

Our aim is to prolong the life of each product by incorporating quality and emotional attachment into each piece. We make sure to keep a high standard of quality in each step of our production process.

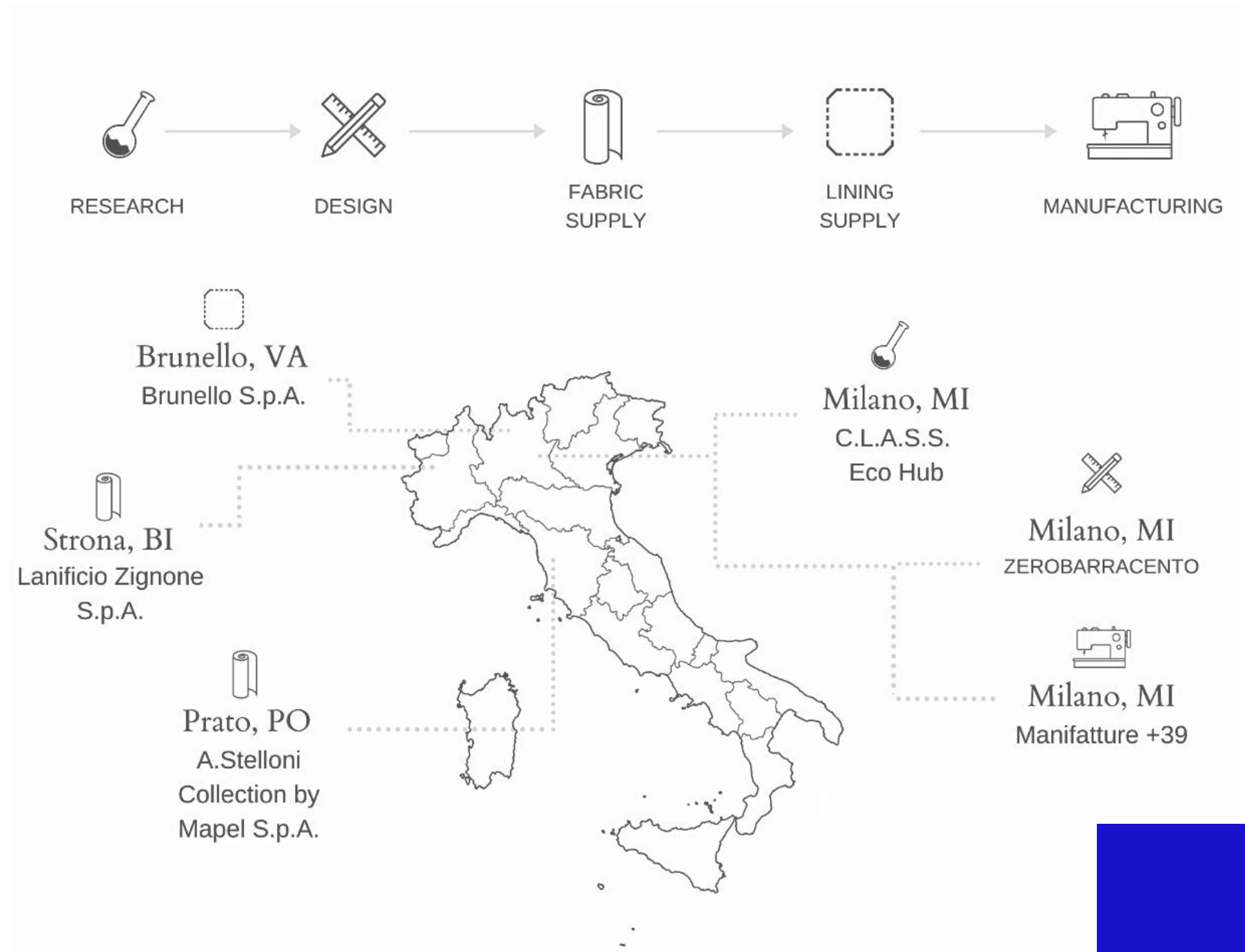
All the collections are responsibly developed and designed in Milano and Made in Italy. All the materials that we source are certified, sustainable and produced by companies who are also as committed to responsible innovation as us.



# TRACEABLE PRODUCTION

Our mindful manufacturing means choosing factories that are near the raw materials so there's less traveling involved.

We also choose our suppliers based on the regions and cities we know that hold most expertise in working with sustainable materials; for example for our organic and recycled wools we chose Biella and Prato districts.



# MATERIALS



## ReVerSo

It is a new supply chain that bridges science and technology to create high-quality wool and cashmere. 100% Made in Italy starting from pre-consumer waste handpicked from various brands and their manufacturers



A unique and certified yarn engineered from 100% post-consumer bottles sourced, processed and spun into yarn exclusively made in Italy.



Fil rouge of our collections is the precious electric blue lining 100% Bemberg™, made from cotton linters bio-utility waste, it is biodegradable at its end of life and it has eco-toxicity certification by InnovhubSSI



A process which transforms pre-consumer cotton clippings into new beautiful, colorful yarns with huge environmental savings..

# SUPPLIERS

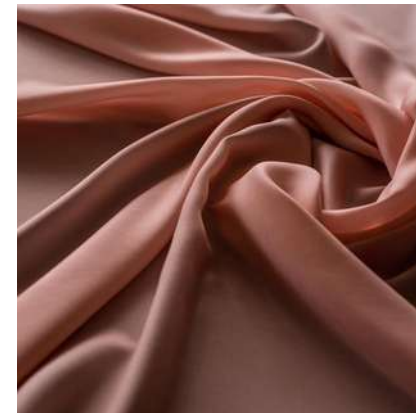


## **A.Stelloni Collection by Mapel S.p.A.**

Historic textile brand from Prato, specialized in the woven carded wool fabrics for menswear/ladieswear especially jacket and coat, acquired recently by Mapel Spa. A competitive industrial reality, increasingly engaged in research and development. Certifications: GRS

## **Gianni Crespi foderami**

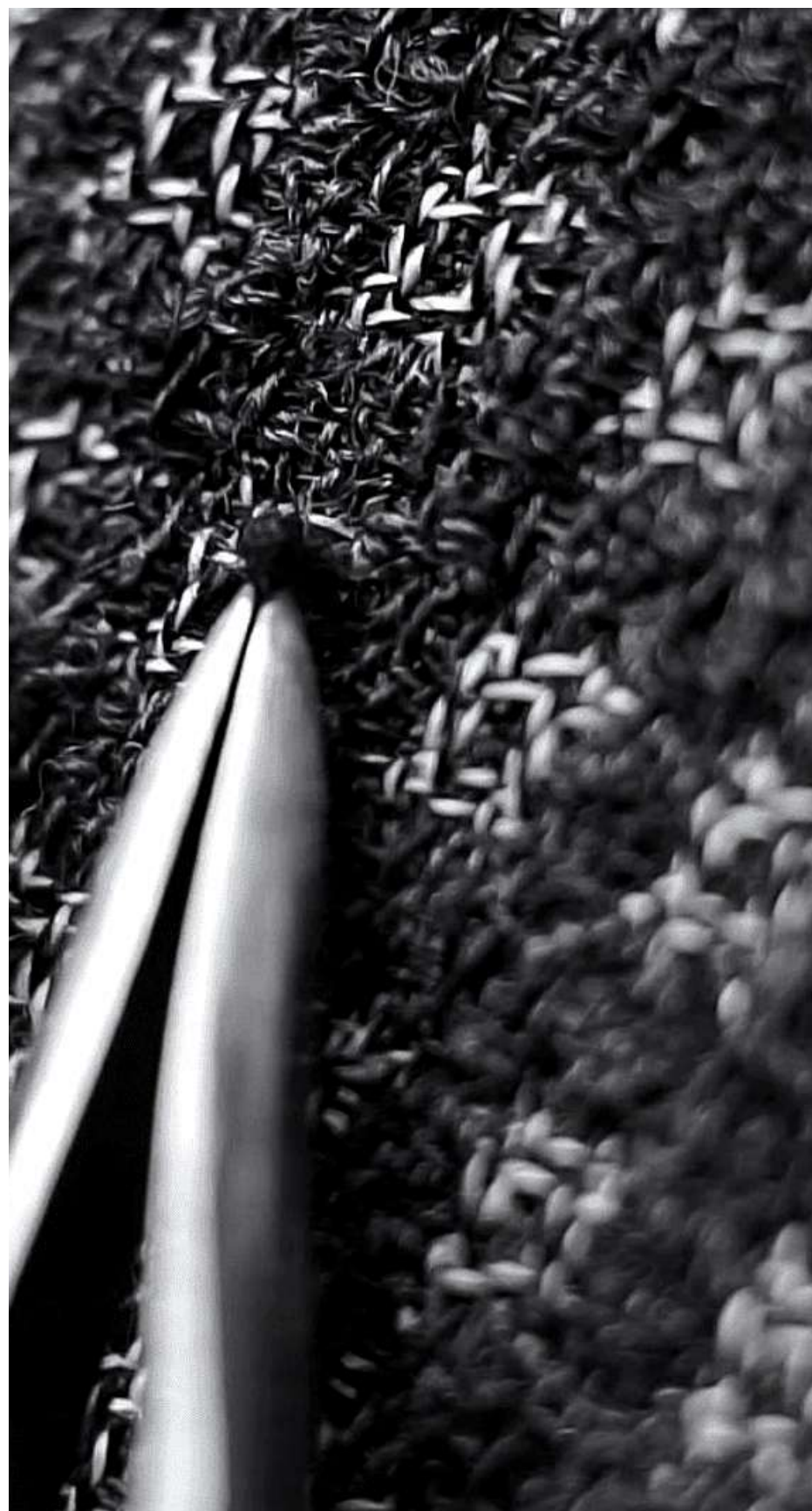
Specializes in the manufacture of linings for high quality clothing. They are a vertically organized to directly control all production steps in order to achieve high levels of quality of service and product. Certifications: Oeko-Tex® Standard 100, FSC®, GRS



## **Brunello S.p.A.**

Since 1927 they are leaders in processing of artificial textile fibers. They are committed to creating fabrics and linings proudly made in Italy, focusing on excellence, sustainability and traceability. Certifications: Oeko-Tex® Standard 100, FSC®, GRS, TF (Traceability & Fashion)





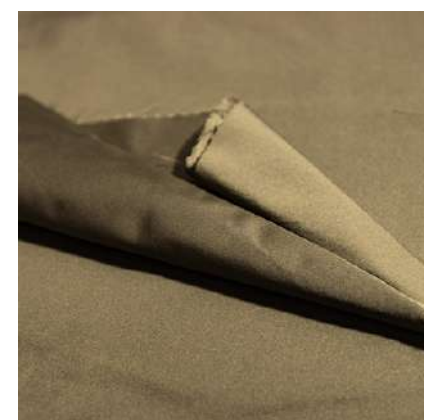
### **Berto Industria tessile**

Since more than 130 years, they offer a very wide range of fabrics, created to satisfy all the requests of stylists and designers. Experience and know-how combined with contemporary industrial logics and flow through unique products and custom projects. Certifications: GOTS, GRS, OEKO-TEX STANDARD 100



### **Gruppocinque S.p.A.**

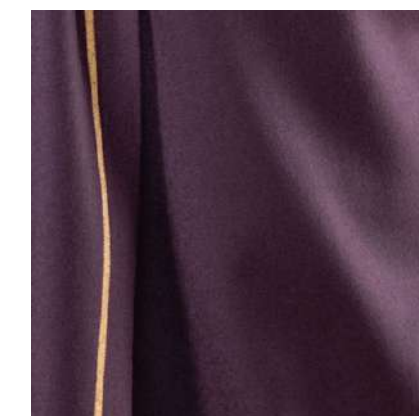
Founded in 1996 in the Como area, a leading manufacturer of shuttle-woven, yarn-dyed, plain and jacquard fabrics of the highest quality, 100% Made in Italy and fashion oriented through the exploration and application of new-generation, eco-innovative materials.



### **Lanificio Zignone S.p.A.**

Zone Collection, first in the world made with GOTS certified traceable organic wool from Argentina and Australia, verified mulesing-free. No hormones, steroids, antibiotics, vaccines and nutrition is free from pesticides, insecticides...

Certifications: GOTS (Global Organic Textile Standard)



### **C.L.A.S.S. Eco Hub**

The global platform whose mission is to provide the strategic tools to trigger change and to grow both in responsibility and competitiveness. Their SMART SHOP is the inspirational e-shop for sustainable ingredients.



# CERTIFICATIONS



Sustainable Brand Platform assists brands to evaluate their sustainability performance guaranteed by blockchain technology. ZEROBARRACENTO has been rated as a sustainable brand and is part of Sustainable Brand Platform community.



Cikis is an independent platform that analyzes the sustainability of fashion brands through the supply chain and helps them improve and communicate their impact. They provide our brand with a sustainability passport.



# ECO PACKAGING

Our packaging is made of compostable mailers, eco-friendly tissues and stickers.

The compostable mailers are made from a combination of PBAT, a bio-based polymer which is compostable, and PLA which is made up of plant materials such as regular field corn and wheat straw.

These are certified and incredibly low-impact resources.

Both the tissues and stickers are FSC Certified, acid free and made with soy based inks.





# PEOPLE ARE VALUE

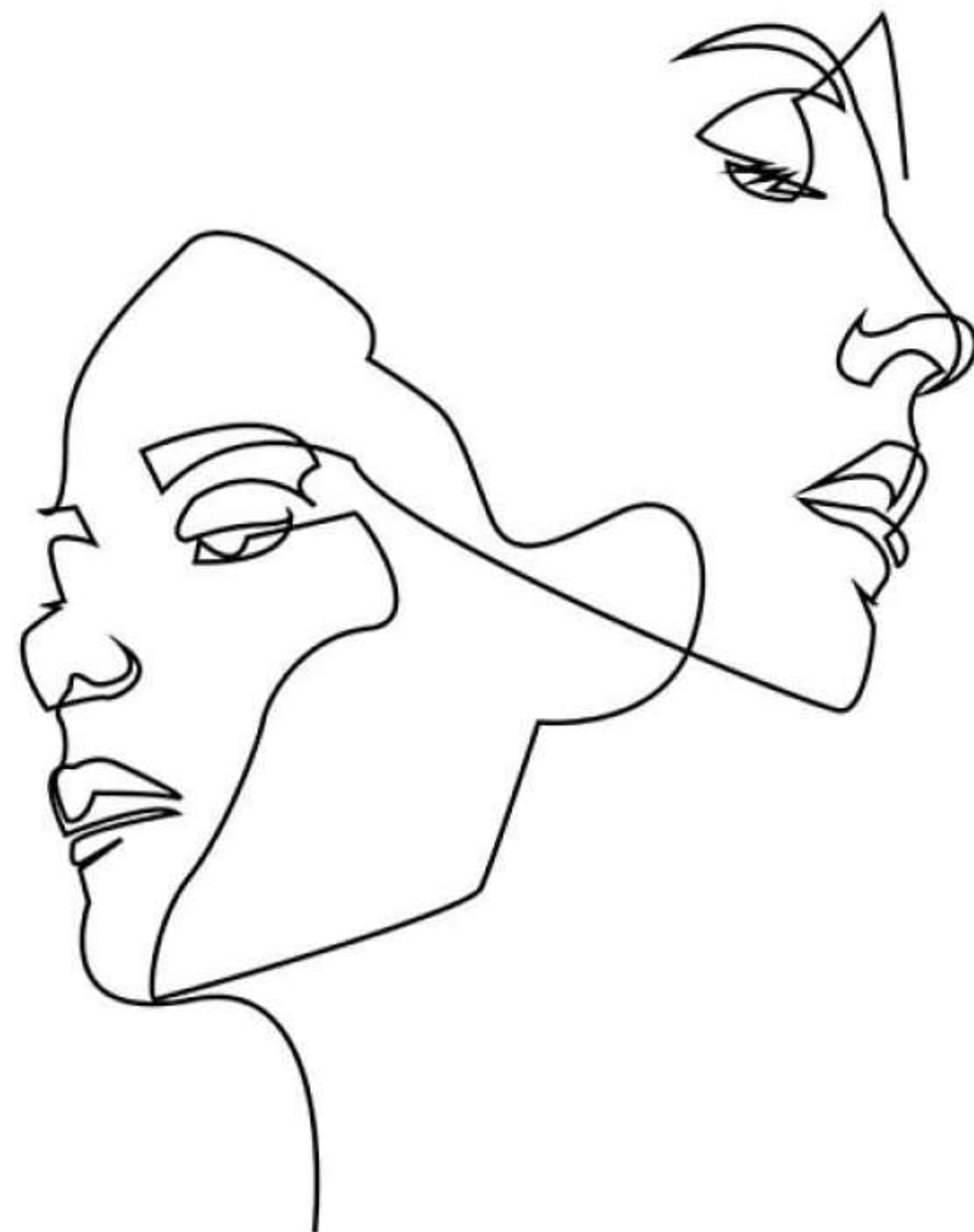
Our consumers are looking for design driven pieces that can enrich their daily lives. They want to fall in love with the design, the project itself and its inherent values.



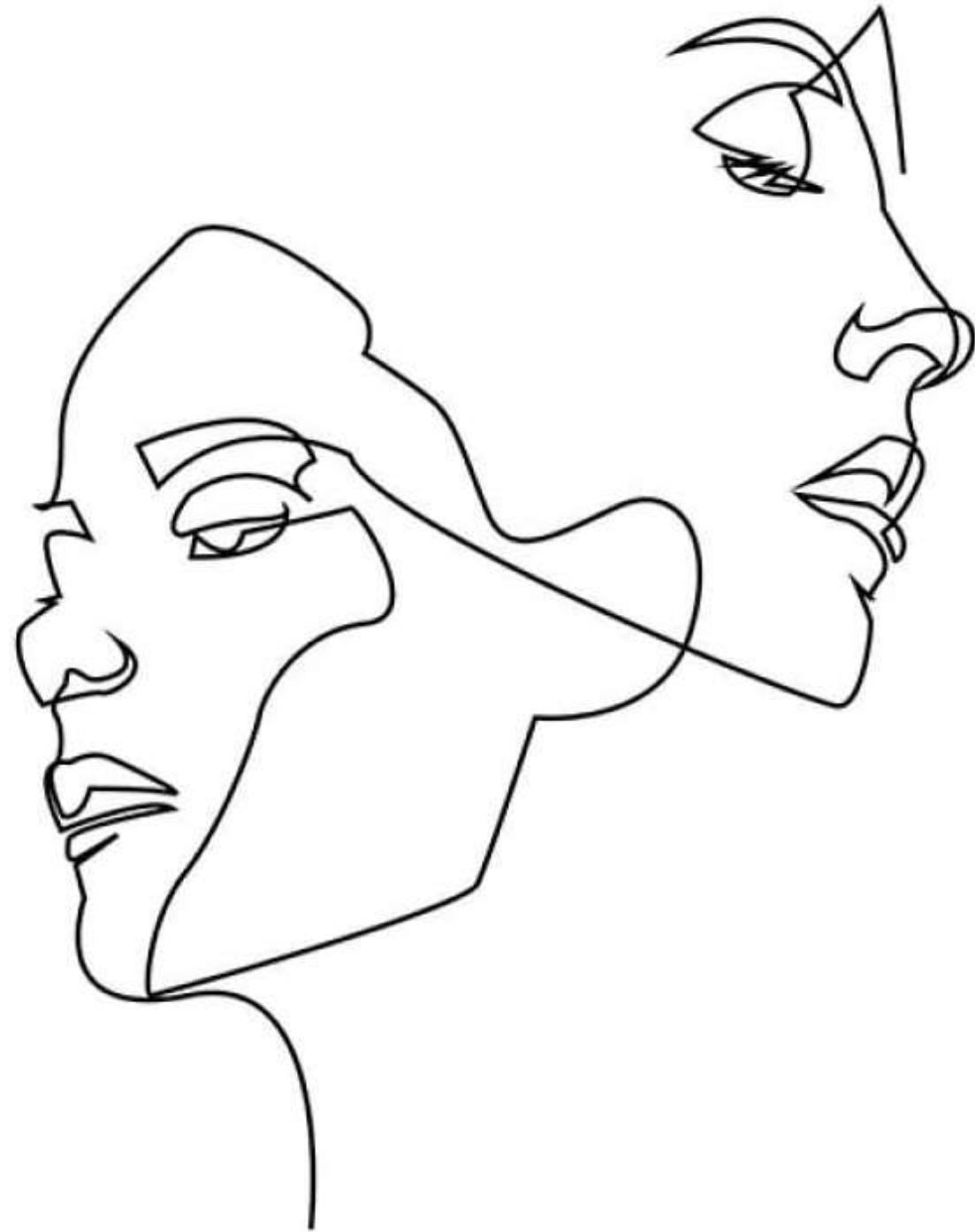
They need to express themselves with their individual talent, they want to feel distinctive and self-confident.

They do care about environmental issues, but their fundamental concern is about: feeling self-expressed in every situation, Nature is an ally for relaxing moments, a real expression of wellbeing.

ZEROBARRACENTO's lovers are "choosing" fashion items to express their personality. They are eclectic, non conspicuous consumers looking for self-fulfillment and "mental wellbeing".



# TODAY CUSTOMERS



- 25 - 35 yo M/F/\*, appreciate art, architecture, design, fashion and similar, anti fast fashion, slow consumer, detail oriented, wants to show a different kind of aesthetic, unconventional.
- 35 - 65 yo F "i'm not afraid of getting old", independent woman looking for a booster in their wardrobe, glam but somehow funny, an interesting working woman that is looking for comfort, personality and versatility
- Over 65 yo F "crazy lady" but probably smarter and more awake than the rest of us, professor or similar, a strong mind in a elder body. She's looking for something new to represent the new phase of her life where she can be free to wear whatever she wants.

# RESPONSABILITY

## Environmental

Preference is given to recycled materials with attested environmental savings.

Zero-waste pattern making for all items (while conventional pattern making wastes at least 15% of raw materials); High quality items created to last

## Social

We shed the light on those Italian producers and manufacturers that are strongly investing in responsible innovation. The Italian producers are experiencing, since decades, a profound crisis, highlighting their values is compulsory to us.

## Economical

A final price to consumers that is based on real costs. Indeed our commitment is to offer same prices on the two channels (B2C and B2B)

## Main Branch Address

Via San Gregorio 21,  
20124 Milano - Italy



## Phone Number

+39 3473803150



## Email Address

camillacarrara@zerobarracento.com

