



## Bright Blue Beach Unveiled at Kingpins Trade Show

*RUDOLF HUB1922 and FashionArt explore and redefine the possible different roles of denim through science, creativity and Italian craftsmanship.*

Busto Arsizio, Italy - April 16<sup>th</sup>, 2024

RUDOLF HUB1922 and FashionArt, industry leaders renowned for their commitment to innovation and sustainability, are set to unveil a rather unprecedented partnership at the upcoming Kingpins Trade Show in Amsterdam.

The collaboration, through a very sophisticated, beach-inspired setting, promises to redefine denim through a fusion of disruptive product reinventions, science-based sustainability, pioneering creativity, and exquisite Italian craftsmanship.

The dedicated space at the show, a culmination of months of intensive teamwork, will serve as a testament to the transformative power of partnership in pushing the boundaries of traditional denim production. Visitors can expect to be captivated by a showcase of revolutionary denim products that truly challenge conventions.

*"We are thrilled to join forces with RUDOLF HUB1922 to present a groundbreaking vision for the future of denim" said Andrea Rambaldi, MD of FashionArt. "Our collaboration combines the best of both companies - our commitment to sustainability, innovative technologies, and unparalleled craftsmanship - to create something truly extraordinary".*

Through a marriage of cutting-edge science and artisanal expertise, the stand will highlight the companies' collective efforts to minimize environmental impact while maximizing style and durability. From advanced dyeing techniques to pioneering recycling methods, each denim creation embodies a dedication to sustainability without compromising on quality or design.

*"We believe that functional fashion should not only be responsible but also - and especially - stylish and innovative," said Alberto De Conti, MD of RUDOLF HUB1922. "Our collaboration with FashionArt exemplifies this belief, showcasing how science, creativity, and craftsmanship can come together to deeply redefine an industry"*

Visitors to the Kingpins Trade Show are invited to experience this groundbreaking collaboration firsthand at the joint stand **GREEN AREA BOOTH N**. Prepare to be amazed by the future of denim, where sustainability meets style, science meets creativity, and tradition meets innovation.

## **About RUDOLF**

RUDOLF, whose Headquarters are in Geretsried, Bavaria, was founded by Reinhold Rudolf in Northern Bohemia in 1922. The company excels in innovative and high-quality textile auxiliaries, solutions for textile care and construction chemicals.

In 45 countries around the world, 1,987 employees provide logistical and technical services.

The combination of backwards integration, scientific knowledge, development know-how, market insights and thorough application expertise make RUDOLF GmbH an experienced and competent partner for the customers of the textile finishing industry, co-producers and many other industries. RUDOLF offers products that comply with the OEKO-TEX® and GOTS standards, is committed to ZDHC and is a bluesign® system partner. RUDOLF is a founding member of the Transformer Foundation and lives by the philosophy of the Responsible Care initiative, which stands for responsible action in the fields of environment, safety and health.

## **About FashionArt:**

Born in 2008 in Padua, from an idea of founder Andrea Rambaldi, FashionArt aims to transform the designer's idea into a high-quality, reproducible and detailed product, thanks to a team of selected experts and continuous research of raw material and processing techniques.

The headquarters is located in the industrial area of Padua, of which it becomes its lung: the factory, built entirely of wood, has large rooms with natural light and green space in the center, which becomes the bearer of the philosophy that animates the company itself: CARING IS GROWING, the protection of the worker and the surrounding environment go hand in hand with the certified quality that is sought in FashionArt.

In addition to compliance, Fashionart pays attention to aspects of environmental and social sustainability, arriving in April 2021 to obtain GOTS certification after a challenging path of implementing a product control and traceability system within its supply chain.

The company's new goals aim to internalize a significant portion of its production processes, including cutting, garment making, quality control, and ironing. In addition, as part of its commitment to cultivating interest in our industry and inspiring future generations, the company will establish an in-house academy, open to anyone who possesses a passion for the world of tailoring.

FashionArt Spa is shaping its future, embracing innovation, sustainability and quality, while remaining true to its artisanal heritage, with ambitions to become the benchmark of Luxury Denim design and production.

## **Press Contacs**

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