



CIRCULAR FASHION  
MADE IN ITALY

DA UN RIFIUTO AD UNA NUOVA RISORSA

[www.rifo-lab.com](http://www.rifo-lab.com)

  @rifolab

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OGNI ANNO VENGONO PRODOTTI  
PIÙ DI 100 MILIARDI DI VESTITI

A wide-angle, high-angle photograph of a massive landfill. The ground is covered in a dense, multi-colored layer of plastic waste, including bottles, bags, and fragments. In the background, a dark line of trees stretches across the horizon under a pale, overcast sky. Numerous birds are seen in flight, scattered across the upper portion of the image. The overall tone is somber and desolate.

**CHE FINISCONO IN UNA DISCARICA  
O IN UN INCENERITORE**



È COSÌ CHE CI IMMAGINIAMO IL NOSTRO FUTURO?

A close-up photograph of a person's hands holding a ball of grey wool yarn. The person is wearing a grey ribbed sweater and blue jeans. The background is a wooden floor with some crumpled paper. The text "ESISTE UNA SOLUZIONE?" is overlaid in white, bold, uppercase letters across the center of the image.

**ESISTE UNA SOLUZIONE?**



**RIPRENDERE UNA TRADIZIONE CENTENARIA**



**IL MESTIERE DEL CENCIAIOLO**

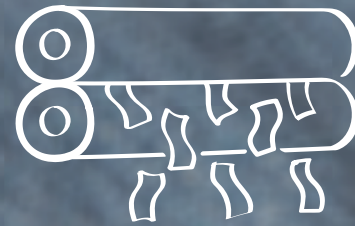
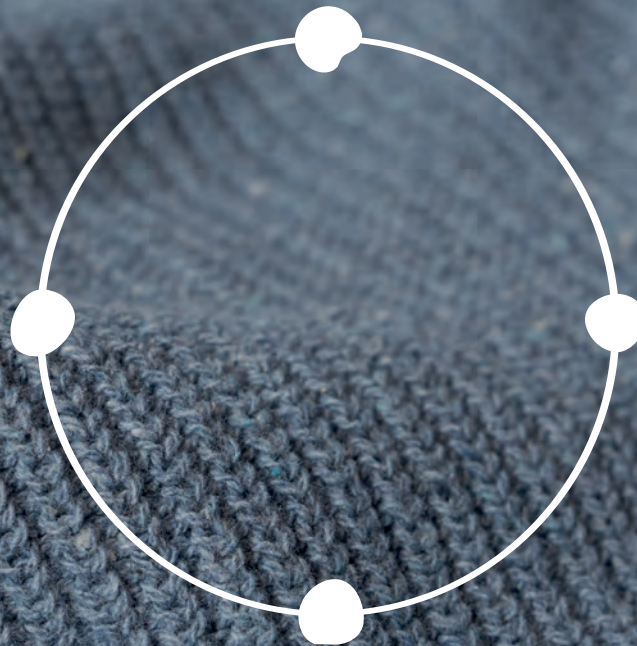
An overhead view of a person kneeling on a dark floor, surrounded by large, messy piles of fabric scraps in various shades of pink, purple, and brown. The person is wearing a white t-shirt and dark shorts, and is actively sorting through the material. A grey bucket filled with scraps is visible to the right. The scene is dimly lit, with the floor marked by faint white lines.

# LA SELEZIONE DEI CENCI





**PRODUZIONE ARTIGIANALE LOCALE**





A close-up photograph of a pile of denim fabric scraps and shreds, likely from old jeans, scattered on a grey carpet. The denim is in various shades of blue and grey, with some frayed edges and visible stitching. The carpet has a fine, woven texture. The overall lighting is somewhat dim, creating a somber and industrial atmosphere.

**MATERIALI RIGENERATI  
≠  
SOSTENIBILITÀ**



**67%**

**RIDUZIONE  
DEL CONSUMO  
DI ENERGIA**



**66%**

**RIDUZIONE  
DEL CONSUMO  
DI ACQUA**



**74%**

**RIDUZIONE  
DELL'UTILIZZO  
DI SOSTANZE  
CHIMICHE**



**85%**

**RIDUZIONE  
DEL CONSUMO  
DI CO2**

Risparmi ambientali del nostro cashmere riciclato ottenuti dallo studio LCA condotto da Process Factory

PREVENDITA



Rifo

Rifo  
Welcome to the  
...UTION

NO SALES  
FAIR PRICES  
365 DAYS A YEAR

NO %  
SALDI

Rifo  
**NO SALES**  
ENTRA E SCOPRI  
PERCHÉ I NOSTRI  
**PREZZI SONO**  
**GIUSTI**  
365 GIORNI L'ANNO



A woman with long, wavy blonde hair is wearing a beige, textured knit sweater. She is looking back over her right shoulder towards the camera with a slight smile. In the foreground, the hands of another person are visible, resting on a surface. The background is softly blurred, showing what appears to be a window and some furniture. The overall lighting is warm and natural.

**UNA RIVOLUZIONE GENTILE**

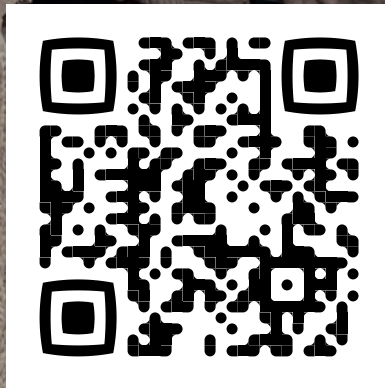


A woman with long, straight, light-colored hair is wrapped in a thick, cream-colored, ribbed knit blanket. She is standing in a living room, looking slightly to the right with a thoughtful expression. Her hands are tucked into the blanket, and she is wearing a ring on her left hand and a watch on her right wrist. The background shows a dark, patterned screen or partition, a wooden table, and a wall with a colorful abstract painting. The overall lighting is soft and warm.

**CHE DURA NEL TEMPO**

# GRAZIE

Quello che indossi è riciclabile?  
Scoprilo con il nostro test!



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# MMR

MOVIMENTO MODA RESPONSABILE



SCOPRI DI PIÙ  
SUL SITO DI MMR



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