



..for a sustainable development of the fashion industry



"We put a piece of our soul in each style we make"

Caterina Ailiesei

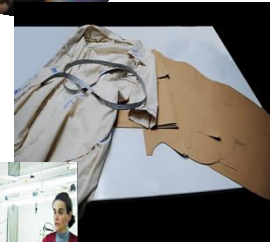
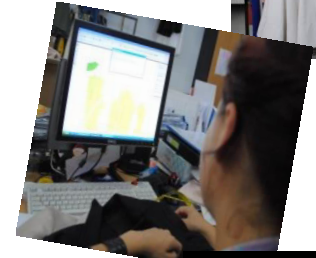
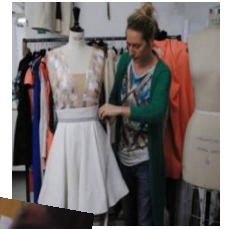
Who we are

- A creative Romanian company set up in 2003
- Experienced producer of the entire range of women apparel, specialized in short series and customized clothing
- Regular supplier on a CMT basis for more than 50 mid and high fashion labels in EU
- Located in the most important economic center of the NE Region (Moldavia) – Iasi
- Member of the **R**omanian **T**extile **C**oncept **C**luster **B**ucharest and, also, of the **E**uropean **T**echnology **P**latform for the Future of Textiles and Clothing



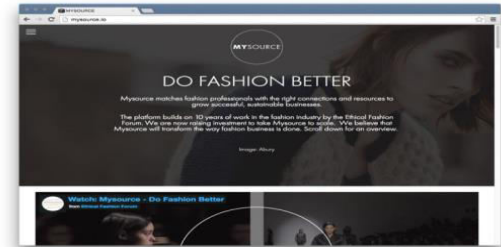
Our expertise and services

- ✓ **CA pattern design and grading**
- ✓ **Sampling and prototyping**
- ✓ **Materials sourcing**
- ✓ **Technical support for new products development**
- ✓ **Short series clothing based on CMT system**
- ✓ **Technical documentation and costing**
- ✓ **Providing garment dyeing, enzyme washing and bio-finishing treatments through collaboration with expert domestic companies**



Social and Environmental Ethos

Katty Fashion is a member of the Ethical Fashion Forum – the industry body for sustainable fashion, representing over 10,000 members in more than 100 countries.



We are a small factory with the mind to continue to grow in a steady, sustainable manner to create and maintain long term, mutually beneficial relationships.

Since 2010, we are keen on developing an own eco-friendly and ethical project - **the Concept of Eco-Chic Ethical Ladies Wear and Home Textiles** : Creating highly fashionable collections by using eco-innovative and recyclable materials thus combining social responsibility of protecting the local ecosystem, ensuring fair working conditions and supplying community support with offering beautiful and healthy clothing and beneficial home textiles.

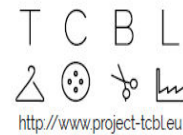
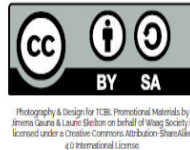


Participation in projects funded by EU programmes

- ✓ Industrial partner in the project **NeoCel - Novel processes for sustainable cellulose based materials** – approved for funding by H2020-BBI-JU-2015 programme



- ✓ Associate Enterprise in the project **TCBL – Textile and Clothing Business Labs** - www.project-tcbl.com - funded by the European Union Horizon 2020 programme, that aims to transform the Textiles and Clothing industry, with the objective of bringing 5% of production capacity back to Europe by 2025.



Our local and regional collaborators



The North-East Regional Development Agency - a generator of economic and social development in the North-East Region of Romania



Romanian Textile Concept Bucharest - the biggest T&C cluster in Romania, where KF leading the Innovation Department



The Faculty of Textile, Leather and Industrial Management, Technical University Gh. Asachi of Iasi



Association for Community Support and Social Integration aiming socio-professional integration of people with disabilities



Community Organization involving in the sustainable development of social economy, environmental protection, education and civic responsibility at locally



The Technical College *Ioan C. Ștefănescu Iași* prepares new workers and technicians for Textile Industry

...is a member of **the European Technology Platform for the Future of Textiles and Clothing** – the largest expert network for textile research and innovation across Europe www.textile-platform.eu

The **Textile ETP** is focused to ensure the long-term competitiveness of the European Textile and Clothing industry and to reinforce the position of Europe as a leading global player in the development and manufacturing of fibres, textiles, textile-based products and apparel.



The **T&C industry** is a crucial sector for the European economy representing in 2015, as per EURATEX data, **1.69 million direct jobs** in **175,000 companies** generating **€ 169 billion** of annual turnover and being for many regions across Europe among the **top 3** regional providers of industrial employment and GDP. In Romania, this sector is still the second engine of the national exports.

RegioTex - the New Cross-Regional Textile Innovation Initiative



EURATEX and Textile ETP have launched in last October a new initiative - **RegioTex** - to boost textile innovation across Europe.

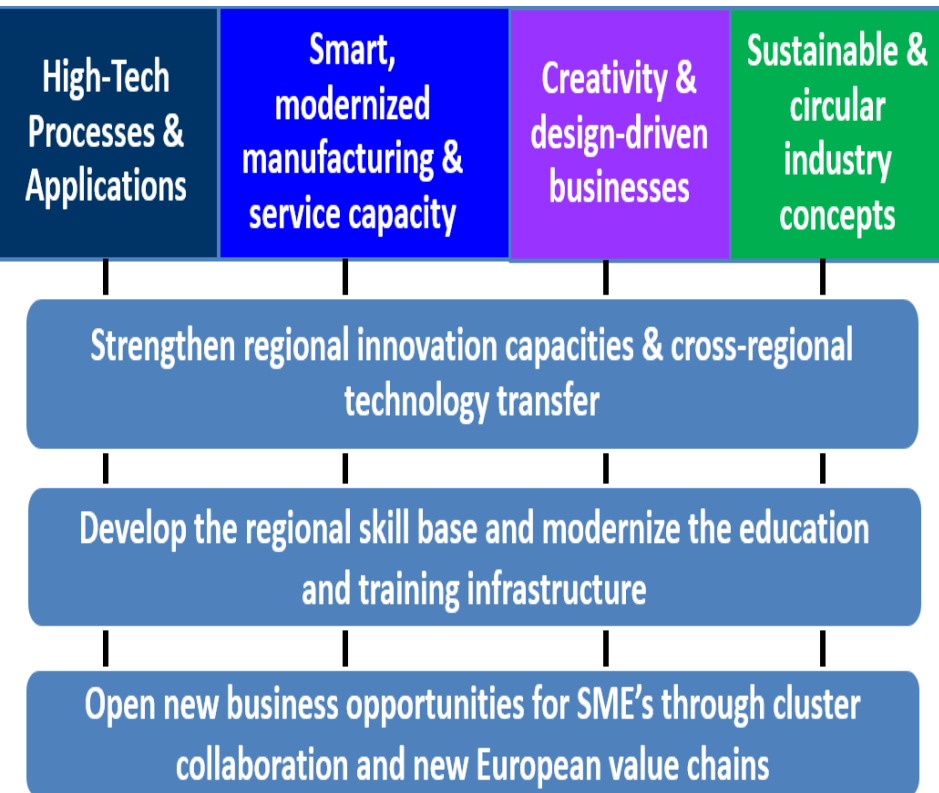


The public launch of the **RegioTex** initiative was held on 13-14 April at the Committee of the Regions in Brussels, an event co-organized by the Textile ETP and EURATEX in the 11th annual public conference of the Textile ETP, attending over 100 participants from 23 regions across 19 EU countries.

RegioTex aims to establish an effective European collaboration and peer-to-peer learning between regional actors - stakeholders from the T&C and related industries, their research, technology and education providers as well as public authorities and agencies - through a joint effort to develop and implement strategies that will facilitate and accelerate the emerging industrial renewal in traditional manufacturing regions across Europe.



The **RegioTex** Strategy ►
4 broad thematic priorities and
3 cross-cutting themes




RegioTex has been driven during its preparatory phase, since October 2015, by 6 European development regions:

- ✓ Catalunya and Valencia (Spain)
- ✓ Nord-Pas de Calais (France)
- ✓ Norte (Portugal)
- ✓ **Nord-Est (Romania)**
- ✓ West-Vlaanderen (Belgium)

Presently, more than 10 other regions are in the process of getting affiliated with **RegioTex** that remains open for all EU regions interested to support the innovation in the T&C sector and related areas.

Our Expression of Interest

We are fully aware of **the huge impact of the processing and consumption of textile and clothing on the environment and human health** and, therefore, we totally agree with the new European approach of a sustainable, eco-friendly development of the Textile and Clothing Industry.

We join the strategic vision of the  of fostering the competitiveness, innovation and specialization of the regional T&C sector and **building a sustainable, circular, competitive industrial hemp value chain** in our region with cross - sectoral links at national and European level.

Therefore, together with our collaborators we are are going to set up



REGINNOVA

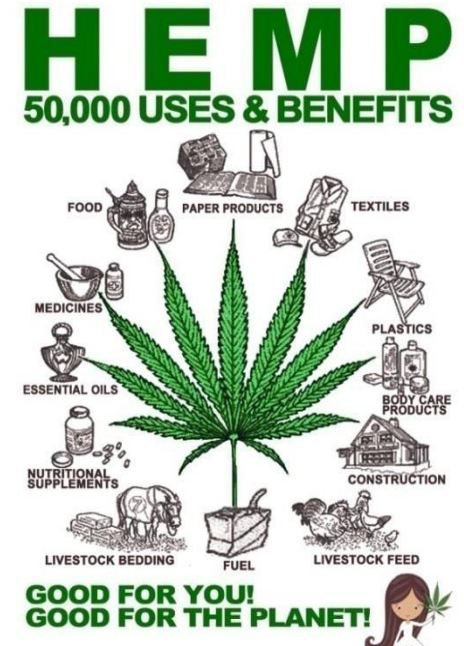
an Innovation, TT, HR and Community Support Association

Vision: The development of textiles and clothing industry has to serve mankind making the production processes more ethical and reducing their negative impact on the environment, so do not compromise the future of the next generations.

Mission: Creating a structured environment to boost the **building of a dynamic and competitive textile and clothing value chain of hemp in the NE Region**, from agricultural fiber crops to finished products designed to fashion industry, medical or technical uses, through reviving the local industries already actives and supporting the setting up of new profitable companies.



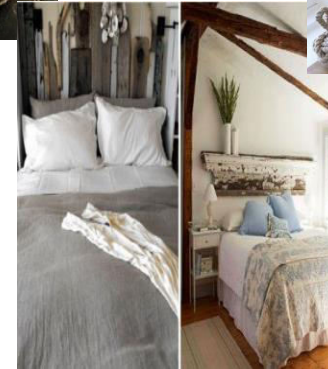
Hemp – amazing resource for developing sustainable value chains



One of the oldest cultures of fibers in the world, hemp amazing plant can be processed almost entirely, in a large variety and flexible combination of products for a wide range of uses, also providing a sustainable and annually renewable source of energy and recyclable resources.

Hemp fibers: natural, extremely durable, UV and mould resistant

- woven or knitted fabrics for fashion industry
- home textiles
- protective clothing
- handbags and shoes
- ropes, cordage
- canvas for painting or tires



By-products uses



- Hemp short fibers serve as a raw material in the production of paper, bags and cloth for **packaging**.
- The **automobile industry** uses the hemp fibers for manufacturing parts such as door panels and dash boards.
- **Composite materials** like plastic, fiberboard, wallboard, roofing tiles, insulation, paneling, bricks and reinforced concrete can be made from the compressed inner short hemp fibers.
- The bulk of the woody stalks can be used for **paper, animal bedding, oil absorbent, soil amendment, chemicals, plastics** and **eco-friendly fuels**.
- The **seeds** of hemp provide **quality fats, proteins** and **high nutritional value oils** for nutrition and, also, used in healthcare products, cosmetics, paints, varnishes or lubricants.



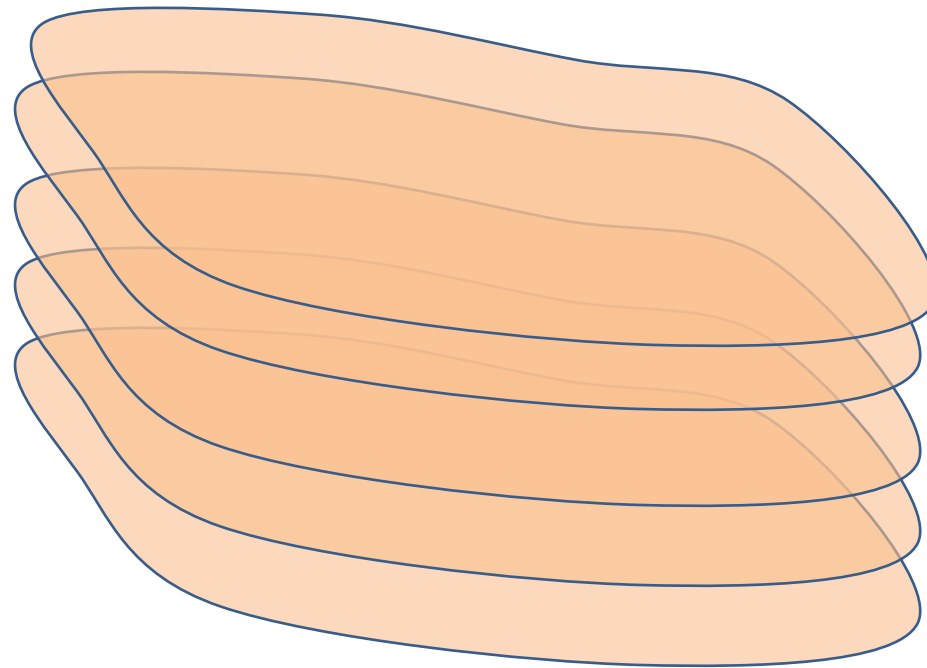


Closing the loops...

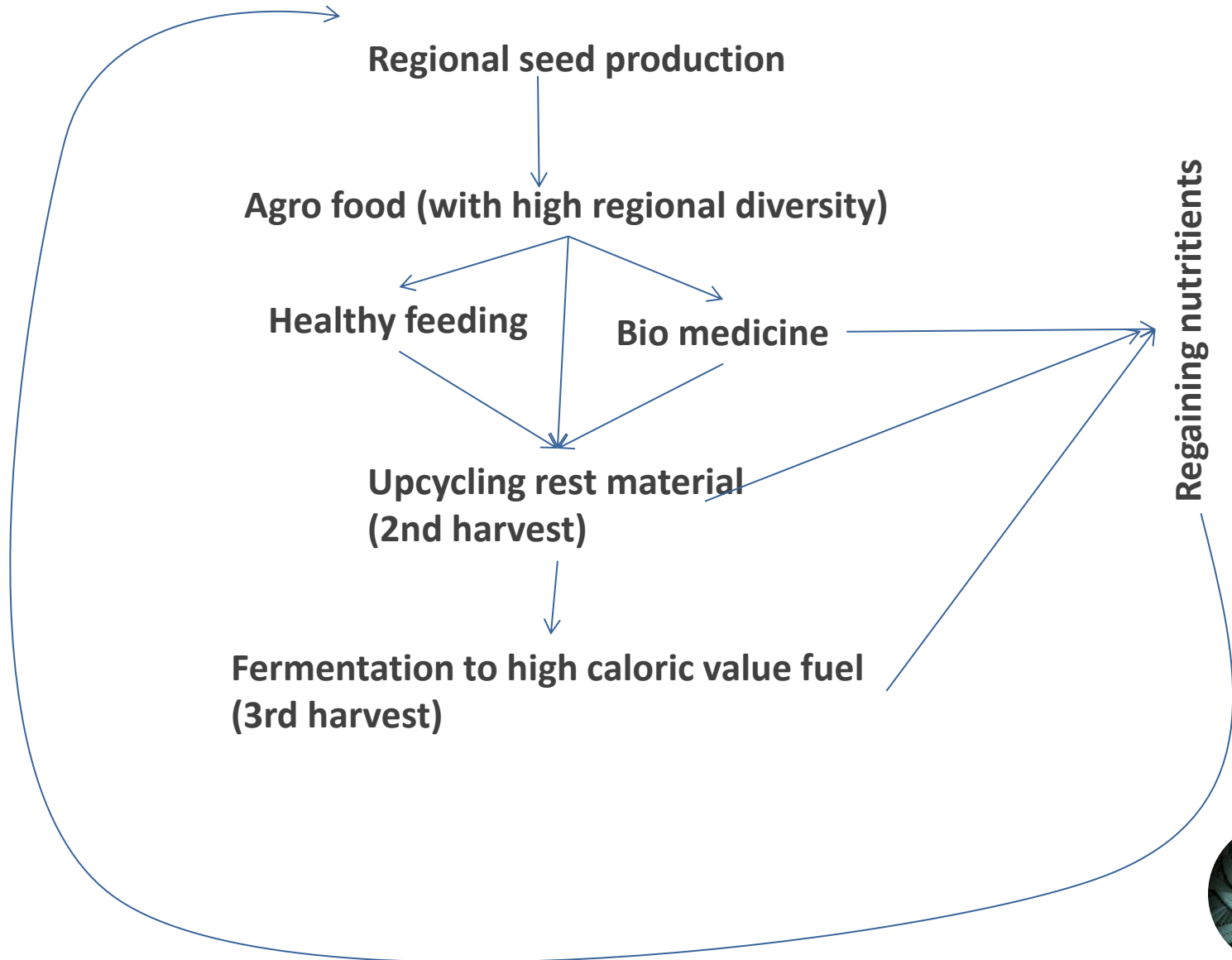


Five possible hemp value chains for intra and inter-regional development have been identified by *the North-East Regional Development Agency* in co-llaboration with the Samenwerkingsverband Noord - Nederland

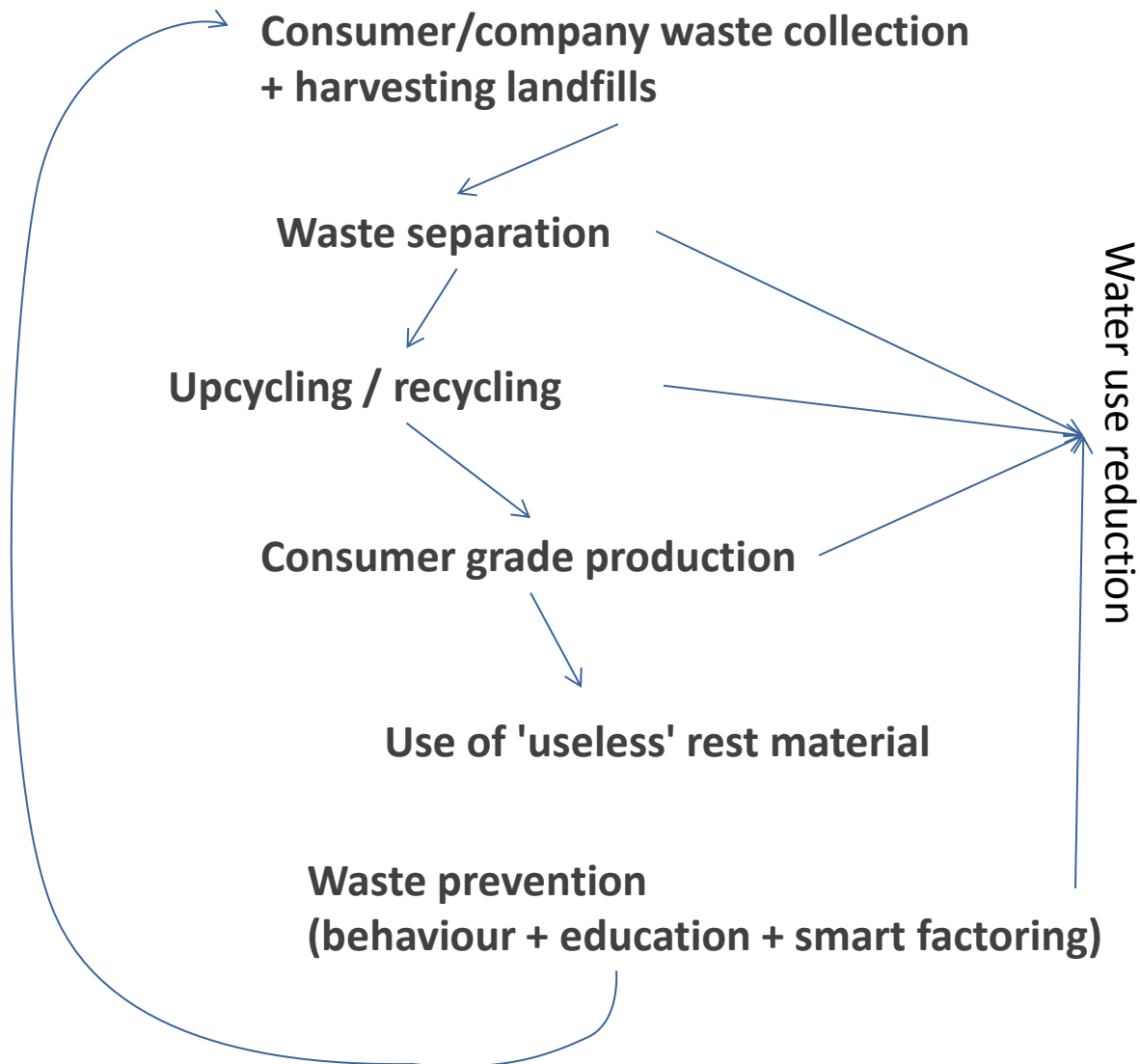
Values chains are overlaying each other in the region and therefore forming each others environment



Value chain 1



Value chain 2



Value chain 3

Water collection and retention (including disposal)

Water use reduction

Behaviour + education + smart factoring

Separation of:

- rain water
- grey water
- black water

Sewage to fuels and biomaterials

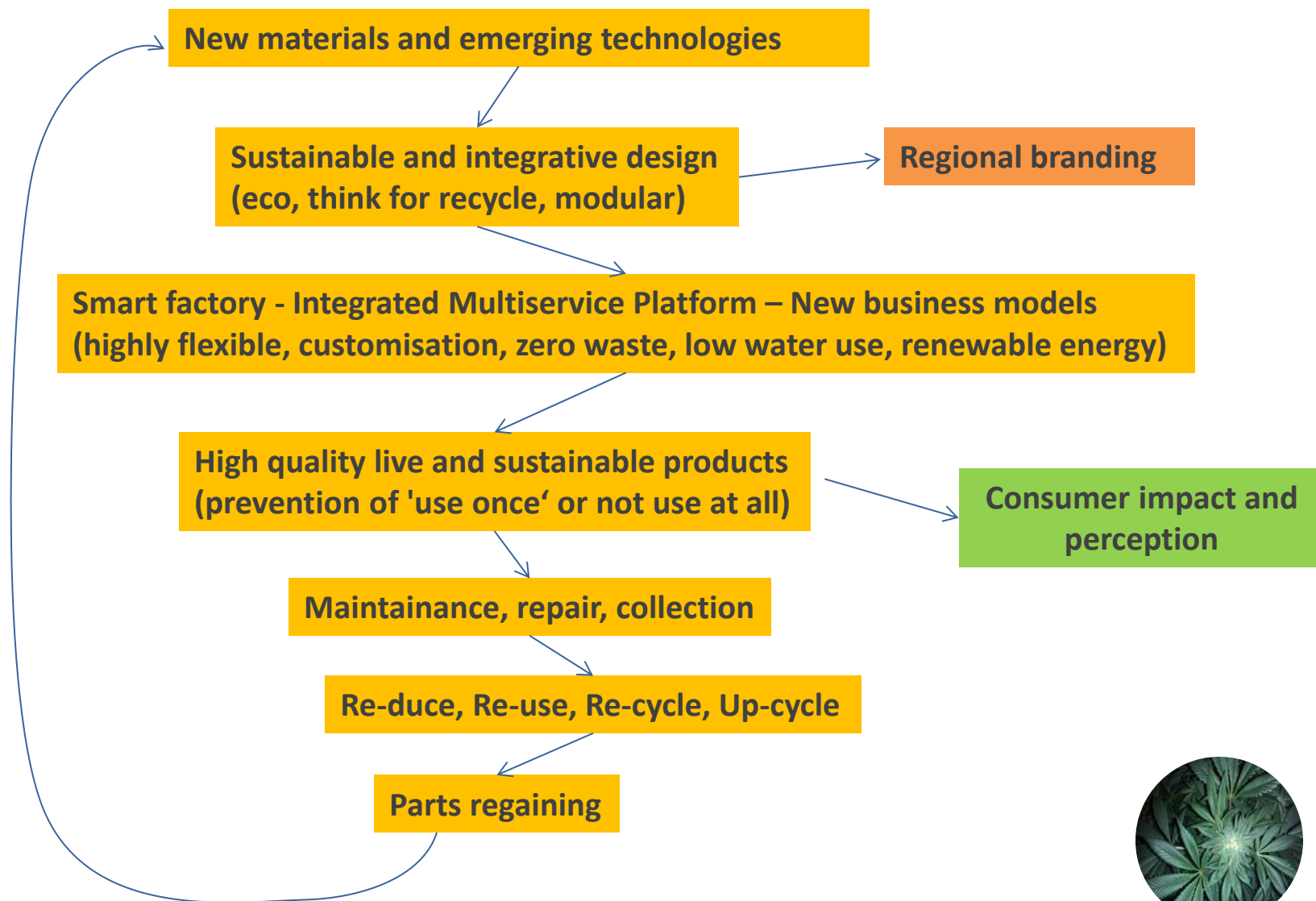
Regaining nutrients

Upgrading arable and natural land

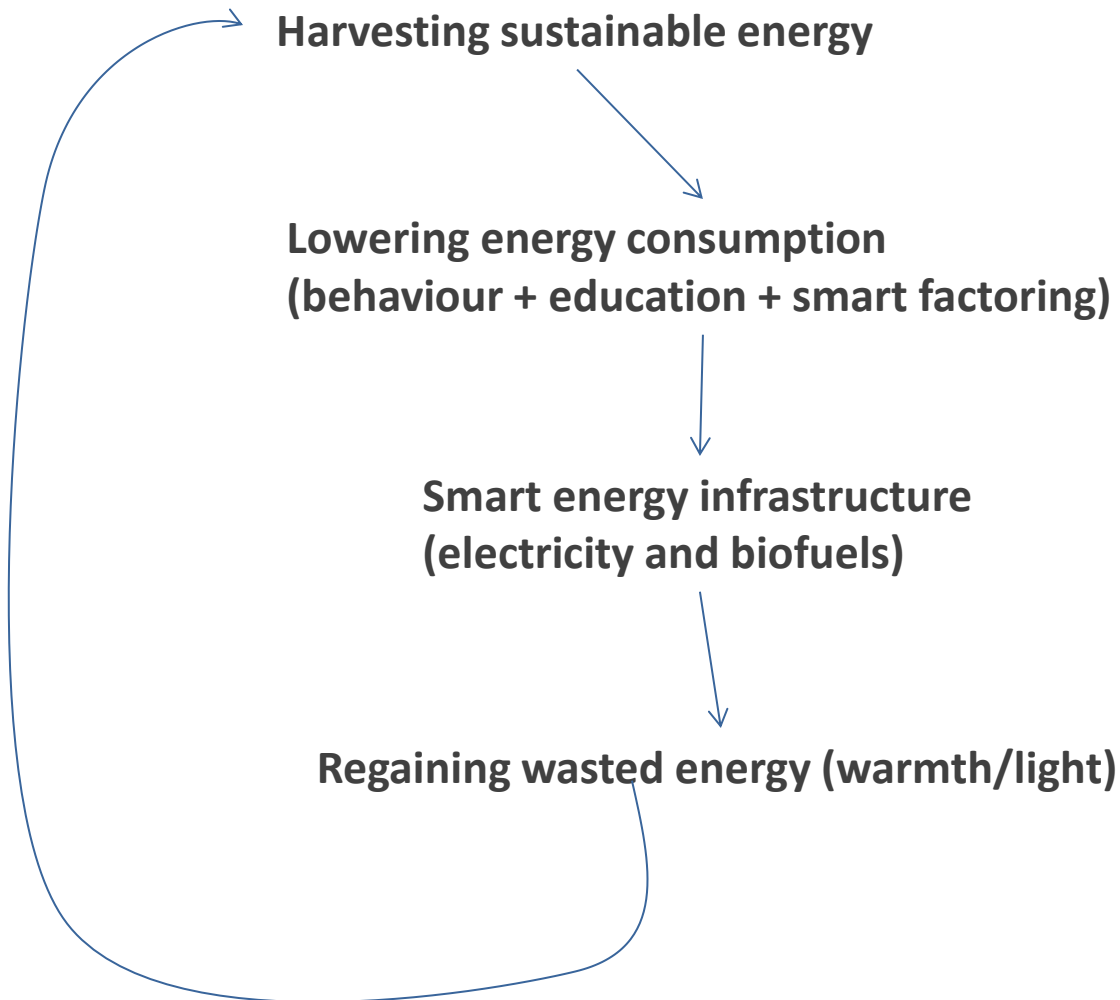
Balancing local/regional climate effects



Value chain 4



Value chain 5



Our challenge

Awareness and attract the interest of relevant stakeholders both at national and European levels for an effective partnership among technology providers, experts and SMEs in the field of textile industry **to build a dynamic and competitive industrial value chain for hemp in the NE Region and across the Europe**, from agricultural fiber crops to finished products designed to fashion industry, medical or technical uses.



Key partners we are seeking for..



- Textile education & research institutions, innovation agents and technology providers in EU that promote the development of high-tech and innovative textiles from hemp fibers
- Industrial partners active or interested in the target circular value chain: process equipment manufacturers, fibers and filament producers, fabric & non-woven producers, fashion and composite manufacturers

*Waiting for sustainable build together, thank
you for your kind attention,*

Caterina Ailiesei

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Katty Fashion