APULIA REGENERATIVE COTTON PROJECT

On the occasion of World Environment Day in June 2023, the Armani Group presented the Apulia Regenerative Cotton Project in collaboration with the Sustainable Markets Initiative's Fashion Task Force and the Circular Bioeconomy Alliance. The project is coordinated by the European Forest Institute (EFI) together with the Council for Agricultural Research and Economics (CREA) and PRETATERRA.

An ambitious experimental project, it aims to create an agroforestry regenerative cotton site and to carry out scientific tests and evaluations of new methods for implementing cotton production systems in Italy. This offers the opportunity to improve landscape diversity, water and soil quality, and all services related to biodiversity.
This innovative approach responds to the growing global demand for sustainable fashion and ensures traceable and resilient value chains, as well as resource security.
Over five years, the agricultural site in Rutigliano, Apulia, will be one of the first field experiments in Europe to test agroforestry cotton with alternative tree species and regenerative practices.

THE REGENERATIVE COTTON COLLECTION

The collection features T-shirts available in both men's and women's versions, distinguished by the signature elegance of Giorgio Armani. This T-shirts comes from a fully certified Italian supply chain.
From the cultivation and processing of the cotton to the weaving, manufacturing, packaging and sale of the product, each supplier involved is audited to obtain Regenagri certification and ensure complete traceability of the product and chain of custody.

THE DIGITAL PRODUCT PASSPORT

Each garment features a QR code that guarantees its authenticity and traceability, providing details on suppliers and the production process.
It will be possible to view a map showing the locations and the process carried out by individual suppliers for each phase, from cotton cultivation to the production of the finished product and its packaging. The QR code also includes sections describing the characteristics of the product and packaging and the certification details.
This information constitutes the Digital Product Passport.

THE REGENAGRI CERTIFICATION

Regenagri is an international initiative that certifies the content of products grown using the regenerative method, ensuring soil health, efficient water use, and the safeguarding of biodiversity.

Each supplier and every process has been verified to obtain the Regenagri certification of the supply chain, which attests to the traceability of the product from the raw material to the finished product.
The project's certification is further evidence of the Armani Group's commitment to sustainability.

GIORGIO ARMANI