



Alliance for European Flax-Linen & Hemp

A new scheme for Italy

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In the context of new climate challenges, consumer expectations and regulations on ecodesign, European Flax-Linen is leveraging the sustainable transition in fashion and lifestyle.

The Alliance for European Flax-Linen & Hemp is focusing its development on a strong ambition: **turning European Flax-Linen and Hemp into the premium sustainable fibres of choice around the world**, a strategy focused on three jointly agreed-upon main areas:

- **Expanding the Flax-Linen and Hemp ecosystem**
- **Becoming an innovative and sustainable international reference point**
- **Ensuring quality and embodying desirability**



THE ALLIANCE IS STRENGTHENING ITS POSITIONS IN ITALY

A champion of social and environmental causes, The Alliance for European Flax-Linen & Hemp, the only agro-industrial organisation for European Flax™ and/or Masters of Linen™ certified European Flax-Linen and Hemp, also plans to:

- **Develop a BTB and BTC promotional strategy for European Flax-Linen in Italy in order to increase its visibility with the textile industry, brands and end consumers.**
- **Become a reference point on European Flax-Linen when it comes to the economy, innovation, CSR, and regional promotion.**



THE ALLIANCE'S NEW REPRESENTATIVE IN ITALY: GIUSY BETTONI - C.L.A.S.S



Giusy Bettoni
Représentante de l'Alliance en Italie

Based in Milan, Giusy Bettoni assumed her official duties of representing The Alliance for European Flax-Linen & Hemp in Italy in early January 2024.

An expert on textile value chains, Giusy Bettoni has in-depth knowledge of raw materials and also specializes in CSR.

In 2007, she founded C.L.A.S.S (Creativity Lifestyle and Sustainable Synergy), an international eco-hub based in Milan that is promoting a new generation of fashion where a blend of design, innovation, communication, and responsibility are promoting more informed and competitive businesses capable of playing both an economic and social role.

C.L.A.S.S supports the whole supply chain to trigger CHANGE in the system while activating VALUES that speak clearly to contemporary consumers.

Thanks to her international network in the textile and fashion ecosystem, Giusy Bettoni is working together with designers and brands to support them in their sustainable development strategy.



Initially, the Alliance's mission will be to meet all Italian players in the Flax-Linen industry to obtain all the necessary resources for creating an action plan for the Italian market with the Alliance for European Flax-Linen & Hemp and its members.

Ornella Bignami - Elementi Moda, the Alliance's loyal partner in Italy, is now the training contact person for various textile, fashion, design, and lifestyle learning centres in Italy.

The Alliance has always spearheaded efforts to transfer knowledge about European Flax-Linen and textile Hemp to young people in order to create a virtuous dynamic in the industry.

There is strong demand among fashion, architecture and design schools for teaching new generations about the advantages of Flax-Linen, a plant fibre of the future.

Giusy Bettoni is now the main contact point for the Alliance for European Flax-Linen & Hemp in Italy.

ITALY: THE #1 SUPPLIER FOR THE HIGH-END FASHION SEGMENT

- **80% of the fabric** used by premier French luxury brands **is manufactured in Italy***
- One of Italy's assets is that it encourages **luxury groups** (Chanel, LVMH, Kering, etc) **to collaborate with and invest in Italy.**
- Italy is the **birthplace of some of the world's finest and most historic brands:** Giorgio Armani, Gucci, Prada, Dolce & Gabbana, Ferragamo, Max Mara, Zegna, Loro Piana, etc.

*source: Institut Français de la Mode



ABOUT

The Alliance for European Flax-Linen & Hemp (formerly known as the CELC, an association founded in 1951) is the only European agro-industrial organization that serves as a global reference and brings together all players in the European Flax-Linen and Hemp value chain.

A platform for reflection, current analysis, collaboration and strategic orientation, the Alliance for European Flax-Linen & Hemp supports and industry of excellence in a globalised context. It encourages dialogue with national and European public authorities.

It promotes an environment favourable to increasing business competitiveness through its three-fold mission of informing members, brands, and consumers, supporting the European ecosystem and European expertise, and promoting European Flax-Linen and Hemp as the preferred sustainable premium fibres worldwide.

It connects 10,000 businesses in 16 European countries and bases its work on the values of solidarity, innovation, scientific validation, and respect for people and planet.

It promotes, initiates, and organizes strategic reflection and research on its fibres in order to provide all of its interlocutors with evidence-based environmental data and reliable scientific evidence.

The Alliance for European Flax-Linen & Hemp strives to increase the international visibility of its fibres, whose technical and environmental properties inspire global design and open up new opportunities for industrial innovation. It guarantees the traceability of Flax fibre thanks to the EUROPEAN FLAX™ and MASTERS OF LINEN™ certifications.

The Alliance for European Flax-Linen & Hemp is the new name of the CELC, an association founded in 1951. Western Europe is the top global producer of Flax fibres (with France, Belgium and the Netherlands accounting for 75% of production).



EUROPEAN FLAX™ :

The guarantee of traceability for premium quality Flax fibres grown in Western Europe for all end uses. A plant fibre, produced through farming that is respectful of the environment, without irrigation* or GMOs.

**except in exceptional circumstances.*



MASTERS OF LINEN™ :

Guarantee of traceability for Linen made by European companies on European and Euromed 1 sites. A textile of excellence, local at all stages: from the vegetal European Flax™ fibre, to yarn and fabric.

Get in touch

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