



Partner News

An Authentico® Love Story by Marzotto

By Marketing
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MILANO UNICA 2025
February 4-6, 2025
Fiera Milano (Rho), Milan, Italy
Marzotto Booth: Hall 24, Booth C05



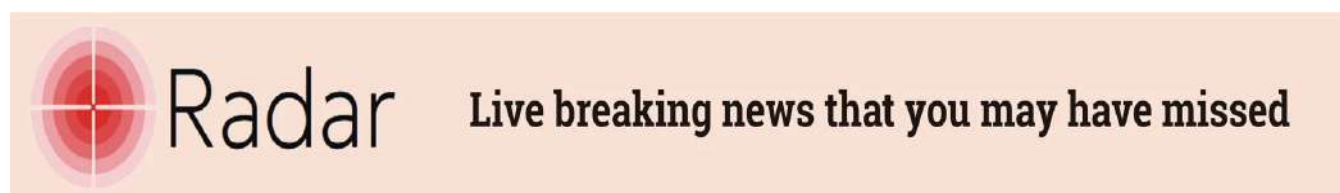
SPONSORED CONTENT – An Authentico® love story made of passion and values with the first wedding dress “from farm to garment”

At Milano Unica, **from 4th to 6th February 2025, Marzotto Group** confirms itself as accredited partner of **Authentico® by Schneider Group**: together they guarantee a complete, transparent, ethical and high-quality supply chain for wool fabrics, able of combining stylistic and qualitative research with adherence to models of responsible production and innovation. This partnership returns with **two important innovations**: *the evolution of Authentico® fabrics within the Marzotto Group with the creative interpretation by the various brands and a special story to tell, made of love, passion and values.*

Curious to see how an Authentico® Love Story by Marzotto came to life?

Visit Marzotto Fabrics Booth at Milano Unica and discover a tale of love, craftsmanship and values of a very special “value chain” behind a truly unique outfit – **Marzotto Fabrics Booth at Milano Unica: Hall 24, Booth C05.**

Ella Edwards, a young, contemporary, smart woman who got married last year; an Australian heritage Authentico® regenerative family farm where she grew up; an amazing wedding; a very special dress; and the excellence and art of Italian fabrics – all woven together into an Authentico® love story. A Marzotto fabric, crafted with Authentico® wool, was chosen by Ella to become her wedding dress for the most important day of her life. A dress that beautifully reflects and embodies the shared values of Bohara Farm, Marzotto Group and Authentico®— a truly circular, fully traceable and valuable love story.



We will see Ella’s dress with the Authentico® fabric coming from Marzotto weaving mill at **Marzotto Fabrics** space in Milano Unica together with Ella, who is going to be present to tell HER love story!

We will also see the new proposals born from the creativity of the Marzotto Group companies, made with the Authentico® fabrics: *Fratelli Tallia di Delfino, Guabello|1815, Marzotto Fabrics, Marlane* and the women’s divisions *Opera Piemontese* and *Estethia G. B. Conte*.

For another season this groundbreaking partnership combines Authentico® quality and ethical wool supply chain with Marzotto Group renowned craftsmanship, guaranteeing a journey that’s fully traceable, responsible and of the highest quality – from farm to fabric.

Discover these amazing Marzotto Group brands at Milano Unica!