**AN AUTHENTICO® LOVE STORY BY MARZOTTO**

**A story made of love, passion and values ​​with the first wedding dress “from farm to garment” by Authentico® & Marzotto**

*The partnership between Marzotto Group & Authentico® by Schneider Group continues at Milano Unica with the collections that Marzotto brands have created with Authentico®*

[**Download pictures HERE**](https://we.tl/t-swAhVcMFVL)

At **Milano Unica 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. The tradition and expertise that have characterized Marzotto for almost two centuries thus meet the modern and essential need – both on an ethical level and to differentiate and be competitive in the current market – **to guarantee traceability and real transparency of the entire supply chain**, with a *conscious* approach that identifies the value of the product from the raw material, that for wool means farms.

**What’s new at Milano Unica**

At Milano Unica, **from 4th to 6th February 2025**, this partnership between exceptional companies 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*. Let’s start from here.

**Ella Edwards**, coming from a historic farming family in Australia who own Bohara, a superfine merino wool Authentico® verified farm that restores and protects ecosystems and biodiversity, certainly did not choose her wedding dress like an ordinary bride would. Strong of her family’s tradition, truly linked to the values ​​she believes in and on which her family bases its profession, she has gone beyond a stylistic choice. **Her wedding dress was created with a material coming, upon specific request of the bride herself, from the Marzotto weaving company, which chose for her a fabric made with Authentico®**.

“*When the fabric arrived from Italy – says Ella – it was extraordinarily special to know this fabric was grown on farms like my family farm, Bohara, and then transformed by Marzotto into this gorgeous fabric. I wanted to create a wedding dress that honored the beauty of this ivory wool and found Rosie Martin, who was able create a dress that let the fabric shine. When our wedding day arrived, it was a glorious spring day, and we were married on the lawn at Bohara with our friends and family. To walk down the aisle wearing beautiful Merino wool, grown in Australia and made in Italy, was deeply emotional and fulfilling. The love, passion and dedication that my family put into growing Merino wool in a way that regenerates our landscape was woven into the dress. It was an honour*.”

An unconventional choice, perhaps bold, but certainly full of meaning and value. A farmer, beating heart and propellant for the Authentico® brand they are part of, who turns to her production partners to ask for the fabric that will create her wedding dress for one of the most beautiful and important days, it is said, in a woman’s life, is certainly a clear and concrete message: a sustainable and safe choice, which transforms the values ​​of an ethical supply chain into a finished garment and the bride into an ambassador of sustainability and a pioneer of style. Ella’s story represents in all respects the complete supply chain that the Authentico® system carries out according to the “from farm to garment” concept: a raw material chosen by those who produce the raw materials, which through elaborate processes and meticulous controls arrives to the finished garment, worked by the expert hands of the tailor. And both Groups are proud of an ambassador like Ella.

We will see Ella’s dress with the Authentico® fabric coming from the Marzotto weaving mill at **Marzotto Fabrics** space in Milano Unica together with Ella, who will be present to tell her Love Story.

We will also see the new proposals born from the creativity of the Marzotto Group companies and 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*.

[**Marzotto Group Brands: Download Information and Pictures**](https://we.tl/t-Ap1ZXuBhUJ)

**Marzotto Fabrics: Hall 24, Booth C05**

**Estethia G.B. Conte: Hall 24, Booth C10**

**Guabello|1815: Hall 24, Booth C03**

**Marlane: Hall 24, Booth C01**

**Opera Piemontese: Hall 24, Booth C02**

**F.lli Tallia di Delfino: Hall 24, Booth C04**

**Giorgio Todesco**, CEO of Marzotto Wool Manufacturing, comments on this partnership renewal: “*We continue the collaboration with Authentico® by Schneider Group to confirm the values ​​ we share together. The companies of the Marzotto Group have done an excellent job in developing Authentico® fabrics, which encourages us to continue on our sustainable path of transparency and traceability. And we are also encouraged by Ella Edwards’ choice to ask our weaving mill, and consequently Authentico®, to create the fabric for her wedding dress. It’s important that each person involved in our processes truly believes in the values ​​we share and acts as a spokesperson for them in its own way. It’s an important message that flatters us but also makes us very proud of what we are doing.* *We are honored that our fabric is part of this Love Story.”*

**Laura Ros**, Schneider Group CEO, confirms it: “*For the second time we’ll be at Milano Unica together with Marzotto Group, a partner who is not only a reference point in the industry, but a continuous source of inspiration and real discussion on the current market and consumer needs. Raising manufacturers and customers’ awareness of the need for traceability and transparency throughout the entire supply chain is a long and delicate journey, a challenge that is often difficult to face, but extremely stimulating. The results make us very satisfied with the choices we are making, and we thank Marzotto for being with us and Ella for choosing Authentico®*.”

With Authentico® as a partner, Marzotto further expands the traceability and transparency process, as the Schneider Group fibres are verified and traced with criteria and guidelines aimed at all partners in the supply chain – from farm to the finished garment – and integrated within a real **Verification System**.

With Marzotto Authentico® extends its network, helping spread in the textile and fashion system **a production model based on the use of a completely traceable and responsible
wool along the entire supply chain**, which is part of the path towards a fashion of new generation, bearer of new values.

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**AN AUTHENTICO® LOVE STORY BY MARZOTTO PROTAGONISTS**

ELLA EDWARDS

Ella grew up with her family on ‘Bohara’, an Authentico® superfine Merino wool farm in the southern tablelands of NSW, Australia. Bohara is managed regeneratively, through time-controlled rotational grazing, organic and biodynamic composts and fertilisers, maintaining ground cover, increasing perennial pasture species and planting of tens of thousands of trees and shrubs. This ethos is engrained in Ella’s approach to her professional career. With a Masters of Environment Science and Law, Ella has worked to promote regenerative agriculture across her career. Ella works at Pollination, a specialist climate and nature advisory and investment firm, where she advises corporates on transitioning supply chains to regenerative agriculture, supply chain decarbonization and the development of nature-based carbon and biodiversity projects.

BOHARA

Bohara is owned and managed by Ella’s parents, Rod Edwards and Jen Bell. Their son Riley now works full time on the farm and daughters Fay and Ella are engaged in the business. At Bohara, the family’s mission is to grow beautiful, high quality Merino wool whilst restoring and protecting ecosystems and biodiversity. They have been practicing regenerative agriculture for almost three decades. At Bohara, the sheep are managed through time-controlled rotational grazing, the pastures are managed to maintain 100% ground cover, organic and biodynamic composts and fertilisers are used and diverse perennial pasture species and tens of thousands of trees and shrubs have been planted.

They have been growing and developing their self-replacing Merino sheep flock for more than 50 years and run Merino sheep across their two properties, Bohara and Cullerin. Their wool is certified Authentico® by Schneider Group, Responsible Wool Standard (RWS) and verified by the Land to Market Ecological Outcome Verification (EOV) scheme, which measures and monitors the environment and verifies that the ecosystem is regenerating. They are also a Land for Wildlife farm and have had many researchers measure and monitor the health of the environment and biodiversity on their farm.

Through the way in which they manage the environment, they have shown that using these practices, they are able to repair erosion, improve the quality and retention of water in the landscape, increase soil organic matter and biodiversity, resulting in improved animal performance, wool strength and quality.

MARZOTTO FABRICS

Tailored by a tireless passion for excellence, Marzotto’s textile art expresses a continuous dialogue between tradition and innovation in order to create fabrics able to tune their functionality and beauty to new lifestyles.

Craftsmanship, entrepreneurial sensibility, creativity, avant-garde and an eye always turned to the preservation of the environment, of people, of the Planet: thanks to these values Marzotto has become a real reference point in the production of fine wool fabrics all over the world.

AUTHENTICO® BY SCHNEIDER GROUP

Authentico® by Schneider Group is a brand that stands for a complete, transparent, verified, traceable, ethical and high-quality wool supply chain. It is based on the Schneider Group global certified network. To achieve this the Schneider Group created the Authentico® Verification system, a system that guarantees that Authentico® key values are fully respected by the entire supply chain: from farm to garment.

**THE OTHER PROTAGONISTS**

MARZOTTO GROUP

The Marzotto Group boasts almost two centuries of history, starting in 1836 when Luigi Marzotto founded the small Marzotto wool weaving mill in Valdagno, in the province of Vicenza. It was at the beginning of the 50s of the XX century that the company consolidated its presence on the Italian market, offering also clothing, in addition to its own yarns and fabrics. At the beginning of the 2000s, however, the new market logic led the Marzotto Group to concentrate its resources on the textile business. In the following years, there have been several acquisitions of renowned companies that brought the Group to become a major player in the field of high-quality yarns and fabrics worldwide.

GUABELLO | 1815

With an archive of more than 200 years of history, the brand offers luxury collections in which, in addition to Merino wool, other fine fibers are offered. By a constant attention to the people producing garments with its fabrics and the reduction of the environmental impact of the manufacturing processes, the brand offers multiple solutions for elegant suits with a heritage style and more casual lines taking advantage of the wool’s natural characteristics, such as elasticity and wrinkle resistance.

FRATELLI TALLIA DI DELFINO

Founded in 1903, the brand is positioned in the luxury segment, operating in the fine drapery’s sector for men's outerwear and combining ancient craftsmanship with meticulous attention to modern details. The collections include the finest and most precious wools, such as the Australian ones, fine cashmere from Mongolia and South African mohair. Fratelli Tallia di Delfino's main customers are luxury tailors located all over the world who, through the "made to measure" service, are guaranteed the delivery of a range of fabrics of the highest quality, always in stock and therefore available in a short time.

MARLANE

Focused on men's fashion, the wool fabric brand pays constant attention to trends and new market demands, trying to match them with youthful and up-to-date solutions. Marlane's strength lies in the combination of a high level of quality and strong competitiveness, achieved both through price and service speed offered to its customers.

ESTETHIA G.B. CONTE

Femininity, lightness and elegance enclosed in the weaves of a fabric telling a story of excellence and refinement.

Estethia - G.B. Conte, a historic brand of the Marzotto Group with its manufacturing plants in Valdagno (VI) and in the Czech Republic, tells its story in two souls that draw the main lines of its collections and delineate a unique feminine universe: Estethia, mainly focused on combed (‘shuttle’ and stretch) plain and fancy fabrics, and G.B. Conte, oriented towards fabrics made with fancy yarns, ‘boiled wools’ and jersey. Since 2017, its offer has been enriched with the exclusive distribution of the iconic ‘Harris Tweed’ fabric produced by its Scottish partner Harris Tweed Hebrides. The Estethia - G.B. Conte collection is therefore synonymous with a young, modern and dynamic look, ideal for creating a finished product with a sophisticated and refined allure, cleverly representing different souls and multiple lifestyles.

OPERA PIEMONTESE

Opera Piemontese is the most recent brand to have become part of Marzotto Wool Manufacturing, in a segment that had not been previously covered, namely luxury in women's fashion. Using mainly precious and super-high-quality fibres such as cashmere, alpaca, camelhair, the collection fabrics remind the paintings of greatest artists of the late XIX and early XX centuries, such as Picasso and Hokusai.

THE SCHNEIDER GROUP

The Schneider Group is a vibrant entity working in synergy to produce best-in-class and responsible tops. The group’s unique integrated global certified network comprises trading offices, wool combing plants, cashmere and vicuna dehairing mills, as well as wool and by-product treatment plants in nine locations, and employs about 500 people in seven countries across five continents. The Schneider Group has over 100 years of know-how and supplies wool and speciality fibres ranging from under 10 to 30+ microns for a capacity of 15,000 tons of wool and speciality fibres. From the mill locations all around the world, the group delivers wool and other animal fibres and tops quickly, whenever and wherever the client needs them, ensuring everything is completely traceable. The wide range of next generation tops and fibres produced embodies the unwavering commitment to animal welfare, ethical and environmental standards, high quality and performance. These are the premises that made Authentico® brand a reality in the market, securing its values from farm to garment.