

THE ASSOCIATION

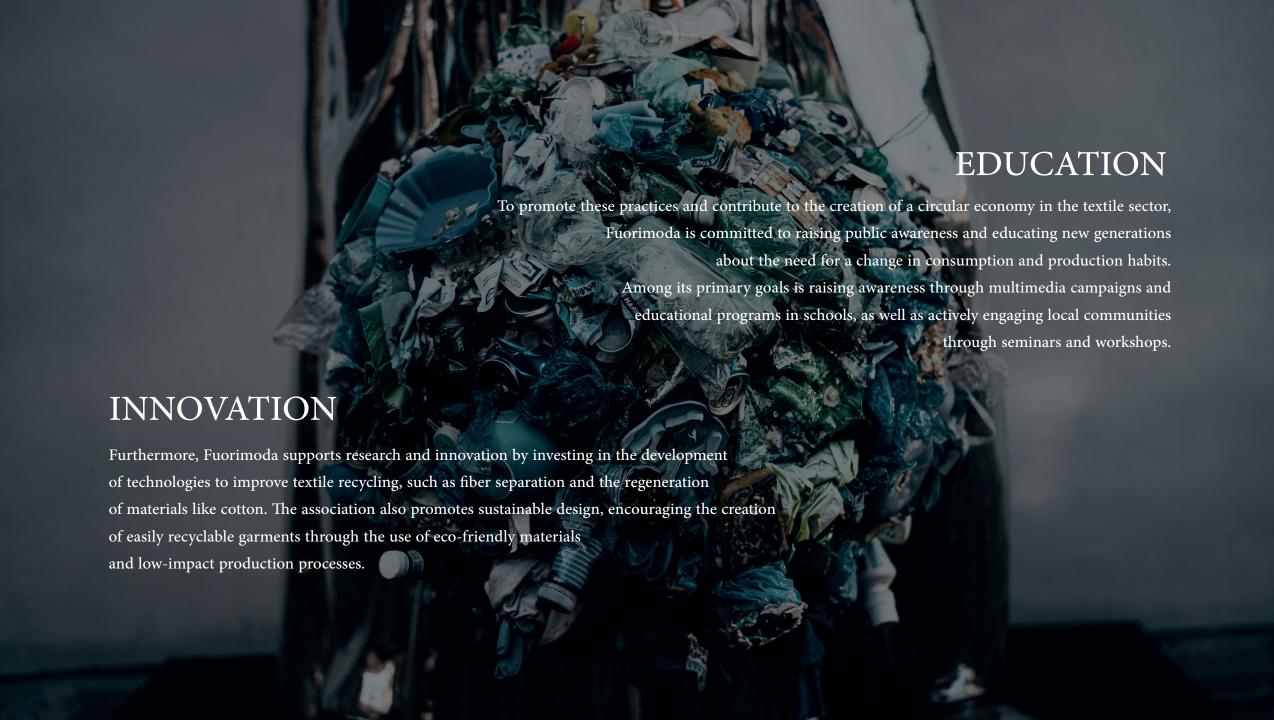
The primary goal of La Fuorimoda is to develop innovative techniques and strategies to promote the recycling and reuse of unused clothing and accessories or materials from production waste. The aim is to bring significant benefits to the protection of our planet. The association's mission is, in fact, to reduce the environmental impact of the fashion industry by promoting long-term sustainability through the recycling and reuse of textiles.

RECYCLING

Recycling involves transforming used clothing into new materials or products.

Through this process, for example, fabrics can be broken down and turned into fibers, which are then used to create new items, reducing the amount of waste that ends up in landfills and saving natural resources.

On the other hand, reuse refers to the direct use of clothing without necessarily transforming it into new materials. This practice includes selling, donating, or reworking garments through upcycling.





Fuorimoda provides technical consultancy and training on how to implement circular economy practices, while also creating fiscal and financial incentives for businesses that adopt sustainable processes. In collaboration with public and private entities, the association promotes the development of adequate infrastructure for recycling, such as collection centers and logistics systems to gather and transport unused textiles to recycling facilities.

ATTENCTION

Fuorimoda is also committed to promoting responsible consumption. Through education on conscious consumerism, the association aims to raise awareness among consumers about the benefits of purchasing sustainable clothing and reusing garments, encouraging the creation of markets and events dedicated to second-hand clothing. Particular attention is given to the culture of repairing and maintaining garments, with the goal of reducing waste and extending the lifespan of clothing items.



