



THINKING ABOUT THE CHALLENGES OF THE FUTURE



NEVER STOP
RESPECTING
TOMORROW



WHAT IS GOING ON?

WHAT CAN WE DO TO PROTECT NATURE?

HOW CAN WE REUSE WHAT WE HAVE AVAILABLE TO US?



FOR THE ENVIRONMENT



FOR THE WORLD



ECO-FRIENDLY MATERIALS

NEW ACTIVITIES ARISE

SHARE

The sustainable fashion store.

SECOND HAND REUSE: second-hand fashion, "regeneration".

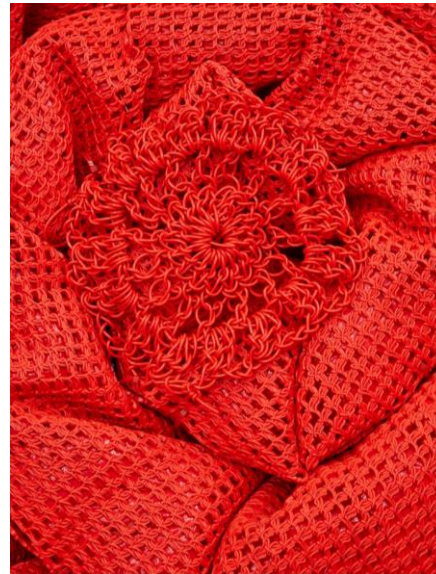


THINKING ABOUT THE CHALLENGES OF THE FUTURE

TO GIVE A NEW LIFE TO THE LEFTOVERS

ETHIC WORK PROJECT

ONE SIMPLE RECYCLED PLASTIC WIRE
kilometers long, produced by the Campana brothers for the MELISSA ethic work project,
crocheted by hundreds of hands,
combine the power of the human connection into a common artistic connection.

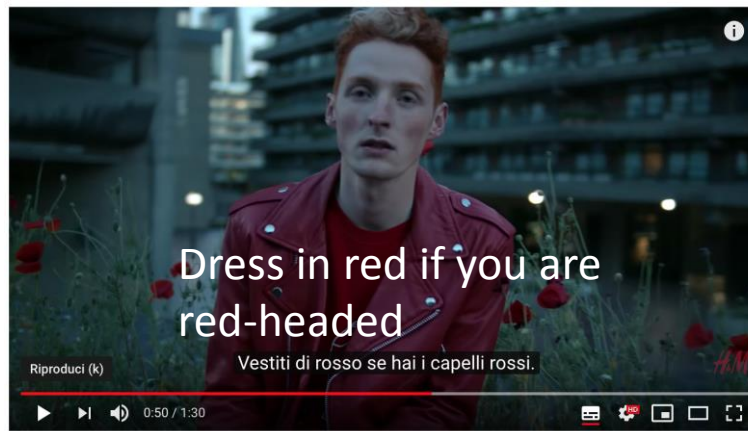


TO GIVE A NEW LIFE TO THE LEFTOVERS

DONE BY H&M

There are no rules in the Fashion But One:
Recycle your clothes
Together we can close the loop.

<https://youtu.be/s4xnyr2mCul>



Together we can close the circle, leave your used clothes in one of our stores,
we will get them back, or we will make new clothes out of them.
To recycle one single shirt means to save 2100 litres of water

SUSTAINABLE ECONOMY.

Economic development that has its roots in a bio-economic analysis and an assessment of the environmental impact

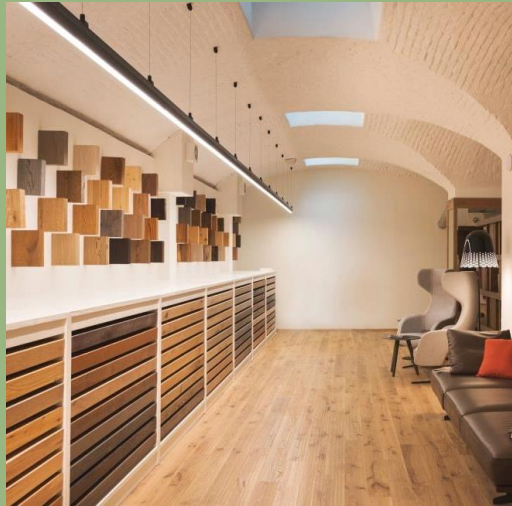


The three pillars of sustainability.

REDUCE CONSUMPTION:

of energy, natural resources, greenhouse gas emissions, focusing on renewable resources: biomass, wind energy, solar energy, hydropower

ECO CONSCIOUSNESS



THE EFFECT ON THE
WORLD OF DESIGN



THE COMMITMENT
OF THE MOST
IMPORTANT BRANDS

THE EFFECT ON THE WORLD OF DESIGN

MILANO – THE INTERNATIONAL DESIGN WEEK (FUORI SALONE AND SALONE DEL MOBILE)



New visions for a circular economy
among the natural settings of the
Botanical Garden



Fiemme 3000 'Do you feel wood?'
Touch. Sound. Smell. Shape.'

THE EFFECT ON THE WORLD OF DESIGN

MILANO – THE INTERNATIONAL DESIGN WEEK (FUORI SALONE AND SALONE DEL MOBILE)



By mixing wood with **sustainable polymers**, the Finnish brand **Woodio** has managed to create a completely water-resistant wood. 100% recyclable.



Made of recycled plastic, On&On is **totally recyclable**. And from the plastic that will be obtained by putting the chair back in the cycle at the end of its life, it will be possible to obtain a product identical to the original one, in terms of functional and aesthetic quality.

THE EFFECT ON THE WORLD OF DESIGN

MILANO – THE INTERNATIONAL DESIGN WEEK (FUORI SALONE AND SALONE DEL MOBILE)



The **Re.Bean** project has developed the idea of exploring innovative design solutions to **reuse coffee waste**, transforming it into a biodegradable piece of furniture.



Plastic Blowing by Kodai Iwamoto Design is a collection of **vases made with PVC** waste pipes, shaped with glass blowing methods.

THE EFFECT ON THE WORLD OF DESIGN

MILANO – THE INTERNATIONAL DESIGN WEEK (FUORI SALONE AND SALONE DEL MOBILE)



QWSTION are indeed handbags made of **vegetal banana fibres**, completely **biodegradable**, able to replace all the plastics that are used in the market.



Ecobirdy is a Belgian brand that produces children's furniture made from **recycled plastic toys**.

THE COMMITMENT OF THE MOST IMPORTANT BRANDS

ETHICS AND SUSTAINABLE FASHION

in perfect harmony with the environment
Greenpeace initiative of 2011 "Dirty Clothes" Detox Campaign



UNITED COLORS
OF BENETTON.

H&M

NIKE

PUMA

MANGO

Levi's

adidas

VALENTINO

Benetton / H&M / Nike/ Puma / Mango / Levi's / Adidas / Valentino

THINKING ABOUT THE CHALLENGES OF THE FUTURE

LAES

THE COMMITMENT OF THE MOST IMPORTANT BRANDS

REDUCTION IN THE USE OF TOXIC SUBSTANCES

Bioaccumulation reduction

Transparency of companies on workers' conditions.

Cooperation with humanitarian projects: ILUUT



ORGANIC TEXTILE PRODUCT

The result is a system of certifications that make it possible to verify the environmental and social sustainability of the production process

GOTS: Global organic textile standard _ total absence of chemicals

OCS: organic content standard _ natural fibres from organic farming

GRS: Global recycle standard _ materials declared as 100% recycled

THE COMMITMENT OF THE MOST IMPORTANT BRAND

G STAR RAW



RAW FOR THE OCEANS, THE NEW DENIM COLLECTION DESIGNED BY PHARRELL WILLIAMS WITH RECYCLED PLASTIC

Every season it converts around 700,000 PET plastic bottles into high-quality garments, and to date it has removed 53 MT of plastic debris from the shores of Indonesia, the Chinese island of Hainan and Australia, which is why the collection of recycled plastic denim goes on and we are grateful to it.



SUSTAINABILITY PROJECT THE RESPONSE OF LA-ES



LAES' COMMITMENT TO SUSTAINABILITY

THE FUTURE IS NOW

This is why we have created a project that commits us to the production of a sustainable material, the BioCell.

Bi○Cell[®]



LAES' COMMITMENT TO SUSTAINABILITY

Material: **BioCell is a cellulose acetate** from cotton or wood pulp, certified as biodegradable according to ISO 14855 rules, free of the standard plasticizers used in the industry, compatible with Polycarbonate lenses.

CERTIFIED AS
BIODEGRADABLE
ACCORDING TO
ISO 14855 RULES

FREE OF THE
STANDARD
PLASTICIZERS
USED IN THE
INDUSTRY

COMPATIBLE WITH
POLYCARBONATE
LENSES

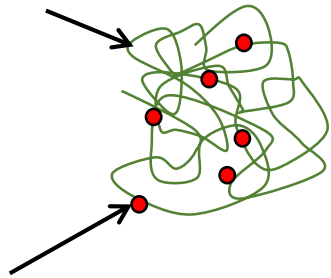
Bi@Cell[®]

WHAT BIODEGRADABILITY MEANS

BiOCell[®]

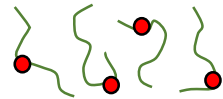


Polymer



Microorganisms

Aerobic (+O²)



CO² + H²O



+ Biomass and
Mineral Salts

Anaerobic (-O²)



CH₄ + CO₂



Definition: Full chemical breakdown of an organic compound (polymer) through the action of microorganisms either in the presence of oxygen, producing carbon dioxide, water, mineral salts and new biomass, or without oxygen, transforming into methane, mineral salts and new biomass.

LA-ES' COMMITMENT TO SUSTAINABILITY

LA-ES BIODEGRADABLE PLASTIC



After years of attention to the aesthetic factor of glasses as a fashion accessory, it is time to think about how to find a winning solution that safeguards our planet. Eyewear made from cotton or the precious fibres of wood can return to its origin through the use of a special acetate formulation which involves the presence of plasticizers and additives so that the raw material for the production of eyewear is biodegradable.

BioCell is La-Es' new approach to the historic natural polymer as a contribution to environmental protection.

BioCell is the opportunity offered to suppliers, to propose frames for consumers who, increasingly careful, require products that allow them to be active in environmental protection and to express such commitment in their purchases.

BioCell is the evidence of La-Es commitment to business sustainability.

LAES' COMMITMENT TO SUSTAINABILITY



A NEW LIGHT for LAES COLORS

BioCell safeguards the value of our offer and sets no limits to the creativity that has always distinguished the offer of La-Es.

Thanks to a huge range of potential applications, the many different structures in La-Es catalogue can be used as an inspiration for new product developments on request.

The improvement of formulations also makes it possible to enhance the brilliance of the colours and the well-known pleasant touch, typical of cellulose acetate.

BioCell is available in all our technologies in the production units in Italy and China.

BioCell does not require any adjustment to the processing cycle.

LAES' COMMITMENT TO SUSTAINABILITY

BIOCELL BIODEGRADABILITY

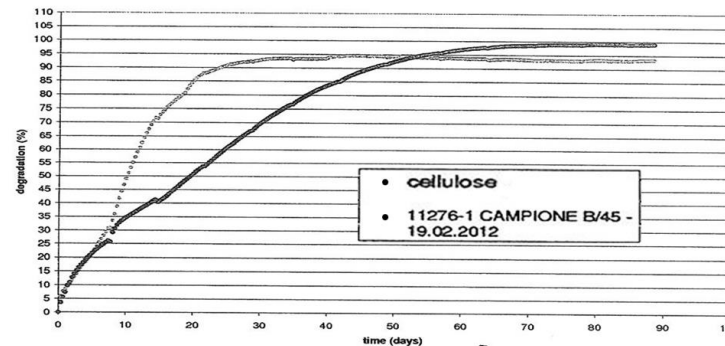
Test Method: ISO 14855 – 1 - 2005

Test performed at authorized laboratory CHELAB srl
Test report nr.12/000227226

Description

Tested material : Biocell Granule
Source of compost : compost plant (TV)
Volume of trays : 3L
Reference material : Cellulose powder <20 µm
Date of compost : 2 months
Method of CO² reading : IR analysis
Test time : 90 days

BIODEGRADABILITY CURVE



Results of biodegradability %W/W

Reference material (Cellulose) : \overline{VM} 93.2%
Biocell : \overline{VM} 97.7%

**After 90 days (duration of the test)
Cellulose and BIOCELL polymer are no
more perceived as different in the
compost.**

LAES' COMMITMENT TO SUSTAINABILITY



The physical and mechanical characteristics of BioCell fall within the quality parameters of LA-ES offer.

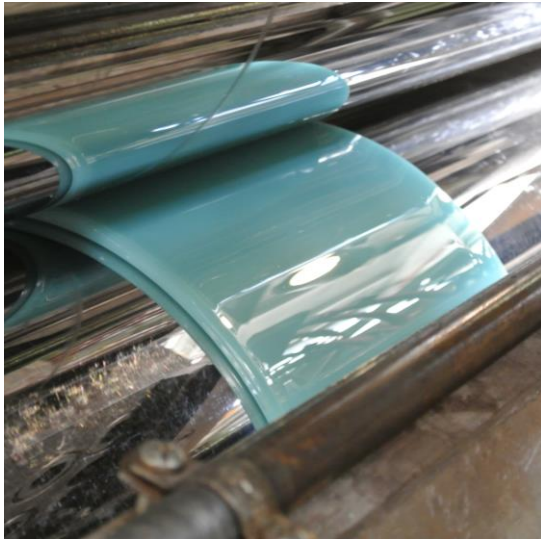
The table below compares the main characteristics of BioCell compared with those of acetate with normal formulation.

The special formulation of BioCell allows you to use lenses in polycarbonate or methacrylate thanks to the non migration of the plasticizer in the traditional formula.

Physical and mechanical characteristics	Measurement Unit	Acetate Biocell
Yield load	MPa	+
Breakage load	MPa	+
Distortion	MPa	++
Rockwell Hardness		++
Izod	J/m	=
Charpy	KJ/m ²	=
Breakage	%	+

LAES' COMMITMENT TO SUSTAINABILITY

BIOCELL BIODEGRADABILITY



La-Es completes the production balance with zero wastes, thanks to the continuous improvement in the efficiency of the production processes.

LAES' COMMITMENT TO SUSTAINABILITY

ENVIRONMENTAL FRIENDLINESS

Environmental friendliness is implemented on the basis of an efficient supply chain able to put an eco-friendly system process into practice, up to the point where reuse is considered. and therefore a circular economy free from wastes that are harmful to the planet.





FASHION TREND FOR SUSTAINABILITY

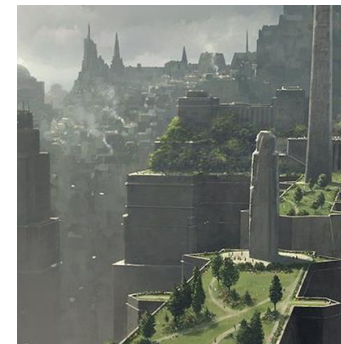
LÆS »



FASHION TREND FOR SUSTAINABILITY

ECOEDEN

It is a wonderland where the energy of nature expresses its beauty in its giant and impressive trees, in enormous roots entangled by beautiful and carnivorous flowers, by the presence of semi-human creatures such as chimaeras, centaurs or fauns, plunged in atmospheres suspended between lights and shadows, fogs and sudden flashes. A two- and three-dimensional nature, sometimes digitally altered, with a strong emotional and choreographical impact.



FASHION TREND FOR SUSTAINABILITY

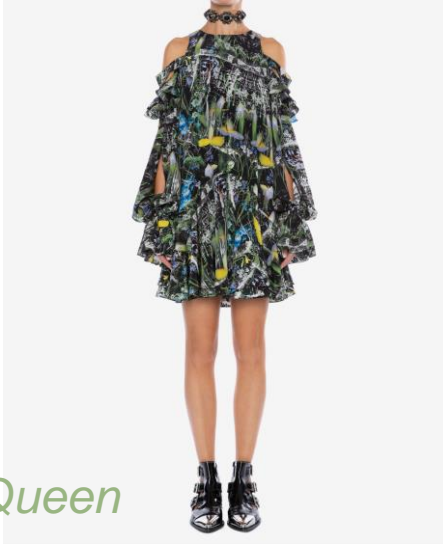
ECOEDEN

Nature reworked by a vivid imagination,
human bodies that turn into insects, beetles, dragonflies
in various sensuous metamorphoses.

Everything evokes a new aesthetic balance between the interior and exterior of the substance, of the human being and its clones: a new harmony where the nature that surrounds us prevails over human nature, over what has been built, almost absorbing it, colonizing it, freeing it by defining a new world and a new aesthetic.

FASHION TREND FOR SUSTAINABILITY

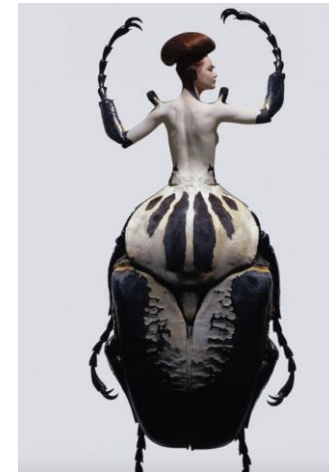
ECOEDEN



Alexander McQueen



Laurent Seroussi



FASHION TREND OF SUSTAINABILITY

ECOEDEN

All these elements, which express the power of nature, become a source of inspiration for new effects:
feathers, furs, kaleidoscopic designs, filamentous brocades, branched effects, stratified applications, plastic effects, frayed, hazy poorly dyed effects.



LA-ES FASHION TREND

ECOEDEN

LA-ES has worked out a range of classic colours, among the most frequently used in the world eyewear market.

This range of colors aims to allow manufacturers to replace the traditionally formulated colours with BioCell products.

FASHION TREND FOR SUSTAINABILITY



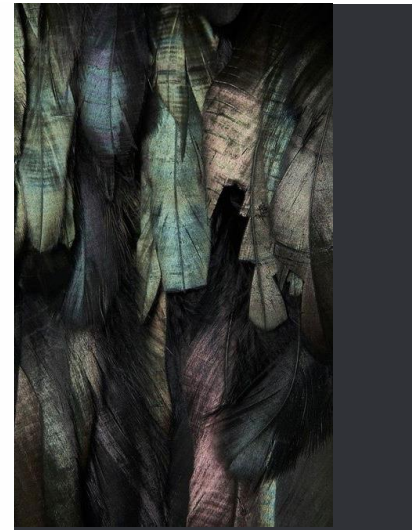
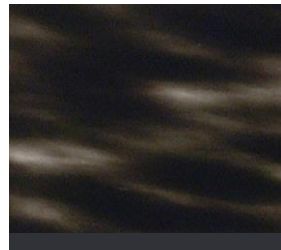
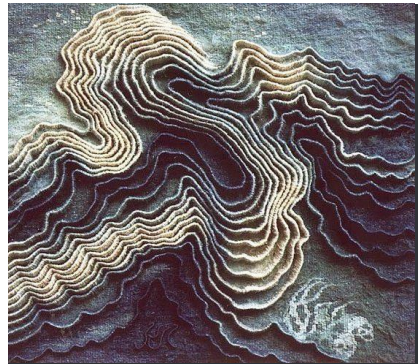
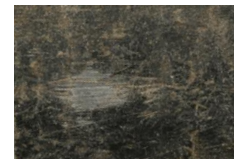
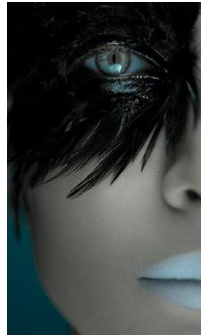
BiOCell[®]

TREND 2020



L'ES ➤

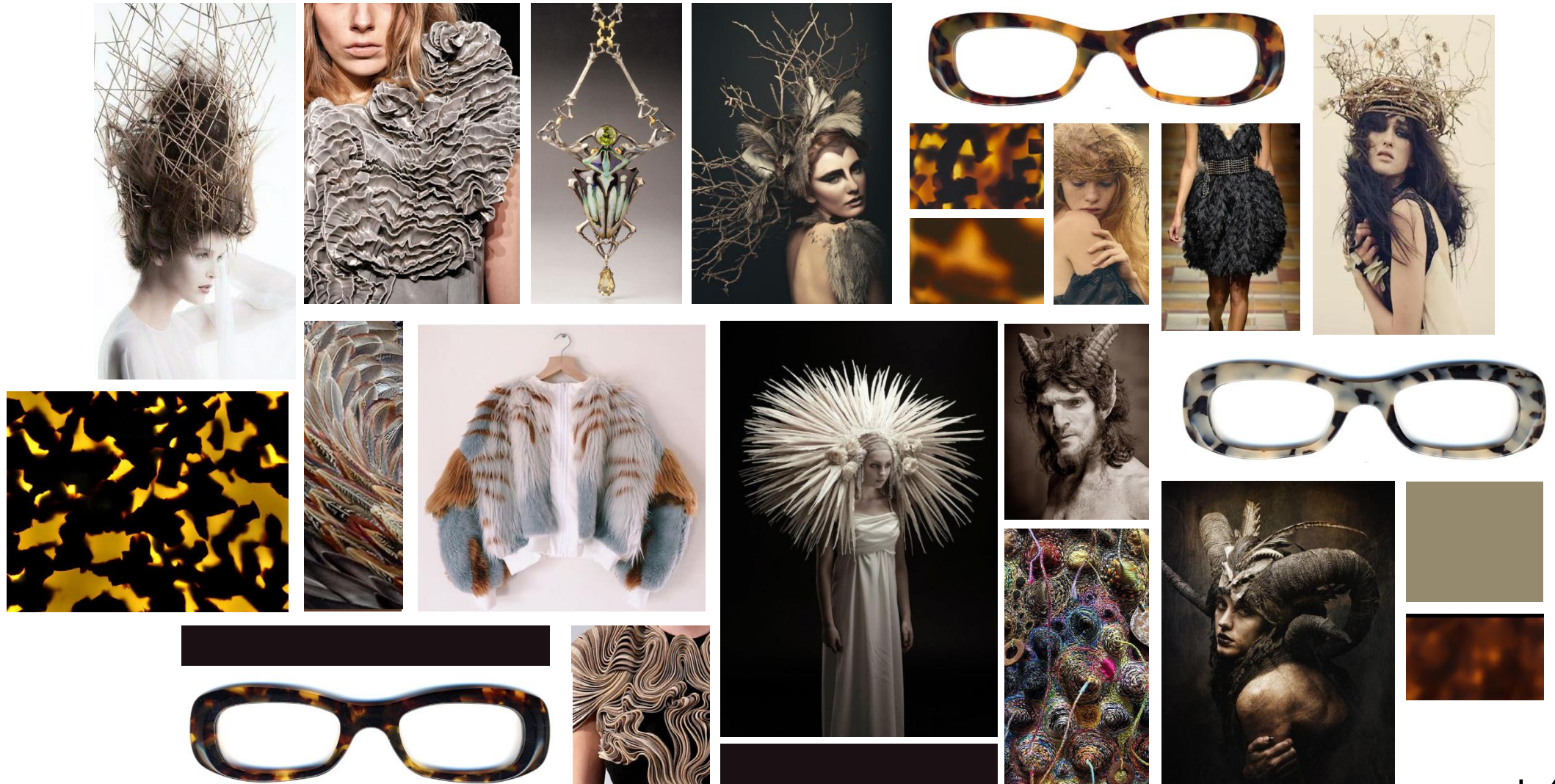
ECO EDEN



THINKING ABOUT THE CHALLENGES OF THE FUTURE



ECO EDEN



THINKING ABOUT THE CHALLENGES OF THE FUTURE



Thank you



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