

Newlife™ Celebrates First Year with “Newlife® Eco-Innovation Library” a brand new creative concept space at Premiere Vision

A year after Newlife’s launch at Expofil , Filature Miroglio will exhibit a collection of the most innovative and creative textiles made with the innovative product platform at Première Vision, Paris.

Alba, January 2012: A year after its launch at Expofil, Filature Miroglio, maker of the **Newlife** yarn platform, will be at Première Vision (Paris 14-16 February 2012) - the leading international textiles show held twice a year in Paris - with **“The Newlife Eco-Innovation Library”** a brand new concept space dedicated showcasing real, best-practice examples in creativity, innovation and commercial viability textiles created with Newlife. International partners in Newlife’s first year include: E. Boselli, Frantissor Creation, Gruppo Cinque S.r.l., Gulbena, Ipeker, Lanificio Europa, LCT Charlieu, Pieffe Sport, Pontetorto, Sasitex Savoie Sinergie, Serates S.r.l., Tessitura Tessile Fiorentina, Tessitura Corti, Tessitura Oreste Mariani, Tessitura Virgilio Taiana S.p.A., Tessport S.p.A.,

This important and innovative project has been possible also thanks to Premiere Vision's organizers broad vision and forward-thinking approach to responsible and innovative fashion.

“Showcasing our Newlife™ Eco-Innovation library at Première Vision is both a demonstration of Newlife’s success as a commercially viable product and a sustainable business philosophy and a testament to the forward vision of those brands and manufacturers that have adopted Newlife™” says Dr. Cochis, Filature Miroglio CEO “The Newlife Eco-Innovation library will present a selection of the fabrics that have adopted Newlife and demonstrates that it is not possible today to imagine a competitive textile industry that isn’t innovative, sustainable and commercially viable.”

Newlife’s first year has been distinguished by a number of key achievements in both the fashion and sportswear industries, a testament to its versatility in different applications; the brand has received attention from major fashion houses and retailers that are seeking innovative, high performance materials to spearhead the way into sustainable - environmentally and commercially - business practices.



In the fashion world, Newlife has been seen at the Golden Globes Awards this year, when Giorgio Armani used it to create a stunning gown wore by Livia Firth, Creative Director of eco-age.com and founder of the Green Carpet Challenge. Few weeks later, during Paris Haute Couture, Giorgio Armani created another beautiful cocktail gown for her to wear during his presentation on January 24th. Livia Firth created the Green Carpet Challenge to boost the profile of sustainable fashion on all the major red carpets worldwide. The Green Carpet Challenge, in its third year, aims to work with the world’s top fashion houses and designers to produce a series of pieces that conform to the GCC criteria but showcase the unique talents and vision of the designers.

Both Armani dresses will be showcased at Premiere Vision as a tangible demonstration of how innovative, sustainable materials and high-fashion can work seamlessly towards common goals.

Colin and Livia Firth at Golden Globes Awards 2012. Livia wears a Giorgio Armani stunning gown made with , 100% Newlife .

Newlife has also been selected by the Liquigas - Cannondale Pro cycling team - a top five ranked team worldwide captained by Ivan Basso (Target: Giro d'Italia) and Vincenzo Nibali (Target: Tour de France) - for its pre and after-race performance athlete Newlife™ sock range "RIATTIVA." Made with Newlife and produced by Pieffe Sport, the RIATTIVA socks facilitate blood circulation and lactic acid drainage improving post-race physical performance.

About Newlife™

Newlife™ is the product of an ambitious project developed by Filature Miroglio. It is a unique, complete and certified * system of recycled polyester filament yarns coming 100% from post-consumer bottles sourced, processed into a polymer through a mechanical, not chemical, process and spun into yarn entirely in Italy, thanks to an exclusive horizontal partnership agreement. The consolidated know-how of Filature Miroglio combined with its ceaseless research towards innovation and the complete and patented process behind this 100% Made in Italy project, make Newlife™ an incredibly flexible platform. A vast number of end uses and high performance yarns with levels of quality equal to virgin polyester equivalents are possible, demonstrating the added benefit of considerable resource and cost savings for the environment. End uses include: fashion, sportswear, underwear, technical clothing, workwear, medical garments, outdoor clothes, furnishings, accident prevention textiles. Newlife™ also offers a full branding and communication package for its partners.

*Newlife® is currently certified by GRS (Global Recycle Standards by Textile Exchange), PSV Certification (Second Life Plastic) by IPPR (Recycled Plastic Promotion Institute) and Oeko-tex®.

www.newlifebymiroglio.com

Newlife™ is a registered trademark of Miroglio Textile S.r.l.

For further information:

GB Network

Nicoletta Secondi

press@gbnetwork.eu

T: +39 02 76018402

Web-site: www.newlifebymiroglio.com