



## News

### Italian denim leaders focus on Bangladesh

By John Scrimshaw

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Five Italian denim-industry leaders are in Bangladesh this week to preach the technical and environmental excellence of their products under the title: Italian DNA – Creativity and Innovation, the Italian way to Sustainability.

Representing various areas of the value chain, the five are: denim fabric producers and processors Candiani, ITV Denim and Okinawa; finishing-machinery specialist Tonello; and finishing-chemicals company Nearchemica.

Running in Dhaka from the March 24-28, the project has been developed in cooperation with the innovative garment makers in Asia: Pacific Jeans and M&J Group. It began yesterday (Monday) with a workshop for international buyers at the Westin Hotel in Dhaka and will continue with a series of business-to-business meetings throughout the following days.

After the workshop the Italian DNA team hosted a dinner, during which it presented a denim collection – the result of a collaboration between all five companies. The collection has been designed to illustrate the partners' latest technologies and materials in terms of their sustainability and focuses on the trends of the upcoming seasons.

The organisers of the event say the importance of Bangladesh as a significant production country for the international fashion industry is growing every day. The Italian companies that decided to promote themselves and their core values have been working with the most important and innovative garment makers of the country for many years.