

## Marcello Pipitone's collection featuring Eastman Naia™ debuted at M:A,M,M.A\* during Milan Fashion Week.

*The Sozzani Foundation in Milan became the stage for the encounter between streetwear fashion and sustainability, in the evocative framework of different artistic languages, including painting and sculpture, music and AI-art, videomaking and design.*

The energy and creativity of Italian designer **Marcello Pipitone** meet the versatility and sustainability of design, and the uncompromising style of **Eastman Naia™ Renew**. The result is **the connection between Marcello Pipitone's street couture and the creative versatility of Naia™**. On Sunday 19 January, the **Fondazione Sozzani** became the setting for **M:A,M,M.A\*: Fashion: Art, Materials, Music. Action**, an event organized by Marcello Pipitone that juxtaposed visual, digital and musical art performances. Eastman Naia™ in the interpretation of MP became the event's special guest.



On display was Marcello Pipitone's collection, featuring the innovative **Sherpa fabric, a warm and soft blend of wool and Naia™ Renew**, a staple fiber made of 60% sustainably sourced wood pulp and 40% recycled waste materials. This luxurious fabric, developed in collaboration with Eastman Naia™, was produced in Prato by the spinning mill **Lady V** and ennobled by the dyeing process of **Tintoria Emiliana**, reflecting premium Italian quality.

Naia™, in partnership with Tintoria Emiliana, also contributed to the creations of the designs.

On stage at the event was also a second collection by **MARCELLO PIPITONE**, entirely composed of unique garments made from recycled jeans and vintage football jerseys. In addition, an area was dedicated to **SANGI**, a Milanese footwear designer, who collaborated on the creation of a capsule of technical football boots that were regenerated for a new purpose as metropolitan trainers.

[WATCH HERE THE VIDEO OF THE EVENT](#)