

Friuli Venezia Giulia Launches Sustainable Fashion Line

June 1, 2025

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Interview: FVG governor, Massimiliano Fedriga

A new sustainable fashion line was unveiled in Trieste on Friday as part of the regional branding initiative *Io sono Friuli Venezia Giulia*. The limited-edition collection, created by ITS Arcademy, includes a t-shirt and sweatshirt made with recycled materials, including graphite powder from industrial waste.

Designed by British artist Aitor Throup in collaboration with sustainability agency WRÂD, the garments highlight eco-friendly production and Italian craftsmanship. Prices range from €30 to €70 and are available online.

Regional governor Massimiliano Fedriga called the collection a “qualitative leap” in promoting local identity through sustainable, Made-in-Italy products.