



## Company profile

### **RIFO' - SUSTAINABLE WEAR PROJECT**

Founded in November 2017, by Niccolò Cipriani and Clarissa Cecchi, Rifò produces high quality garments and accessories, made with upcycled textile fibers.

Rifò was born in Prato, an important historical textile district. Thanks to a mechanical and artisan process developed in this area over 100 years ago.

Rifò is a brand born from the need of a change towards an ethical and sustainable model. Here's our main production values:



- **Clothes made with recycled and recyclable materials**
- **100% local production**
- **Social impact**

### **Upcycled cashmere wool**



We chose to focus our production on upcycled cashmere, to give a higher value to our clothes and to underline their durability. The upcycled cashmere yarn is made by waste by color, so it is not necessary to dye it again. A process that allows us to save a huge quantity of water.



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### Upcycled Cotton

Rifò decided to face the cotton problem, one of the most polluting fibers in the textile industry. We designed a sustainable and responsible T-shirt, made with recycled cotton and designed to last. Its entire production requires only 30 lt of water and 5 recycled plastic bottles.



### Rifò's upcycled jeans



In 2019 Rifò started to work as well with old jeans upcycled yarn. With it we made a unique jeans sweater and developed a recycled jeans fabric. Even in this case the saving of water and chemicals for new coloring has a great impact.

## SOCIAL IMPACT

Rifò wants to have a positive impact on local society. So we created **#2lovePrato**: 2 € from each purchase go to a no profit organisations.

