

BHHAUS

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B-Haus
Spring/Summer 2020 Collection

The new Berto Spring Summer collection is inspired by BAUHAUS art movement, by its aesthetic and structural vision. Founded in 1919, Bauhaus celebrates now its centenary: it's an anniversary that is more than a plain remembrance to us, but a way to take vivid inspirations from the basics on which Bauhaus is founded.

1
BAUHAUS is German art school founded by Walter Gropius in Weimar in 1919.

2
BAUHAUS was founded with the idea of creating a "total" work of art, Gesamtkunstwerk, in which all arts, including architecture, would eventually be brought together.

3
BAUHAUS way of thinking changed the aspect of modernity. There's a fusion between fine arts, craftsmanship and technology from which beautiful and functional objects were born.

4
"What is important then, is to combine the creative activity of the individual with the broad practical work of the world". W. Gropius

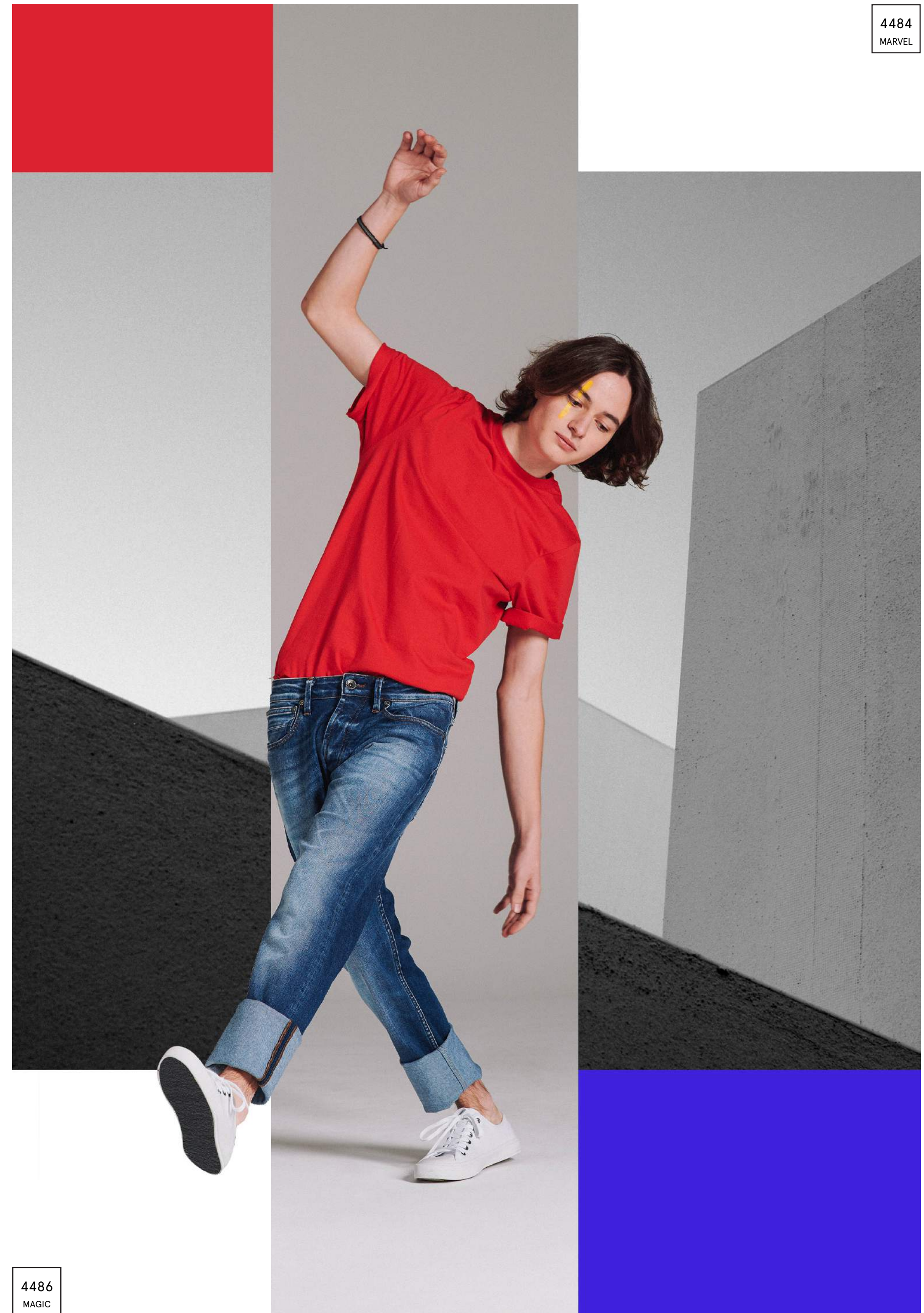
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From this philosophy our collection was born. It's a consequence of geometrical shapes & primary colours + aesthetics & functionality while maintaining a renewed traditional visual and sensory effect of our fabrics.



Performance⁴

¹ Superperformance Denim:
a soft hand with high
performances, in terms
of elasticity, recovery and
growth (less than 3%)

² The “new-generation”
circular Denim Knit



Denim Polycotton: a soft hand with high performances:
the best alternative to Dual-fx without trademark limits.

The New generation real denim knitwear. Bi-stretch 360°.
Attention: it has to be used in barré.



8204
LOOP
BLU&BLU 9



Colors & Stripes. The yarn dyed tradition.

1
Enlargment of the Stripes offer

2
Denim color

3
New Hydro color

4
Ready to dye

8



Real denim with a little percentage of elastane, in order to be comfort and soft. Cross weft fabric with the possibility to do intense washings and colored effects.



The Berto yarn dyed tradition is back with this denim color. a really comfortable fabric with high performances, available in other colors.

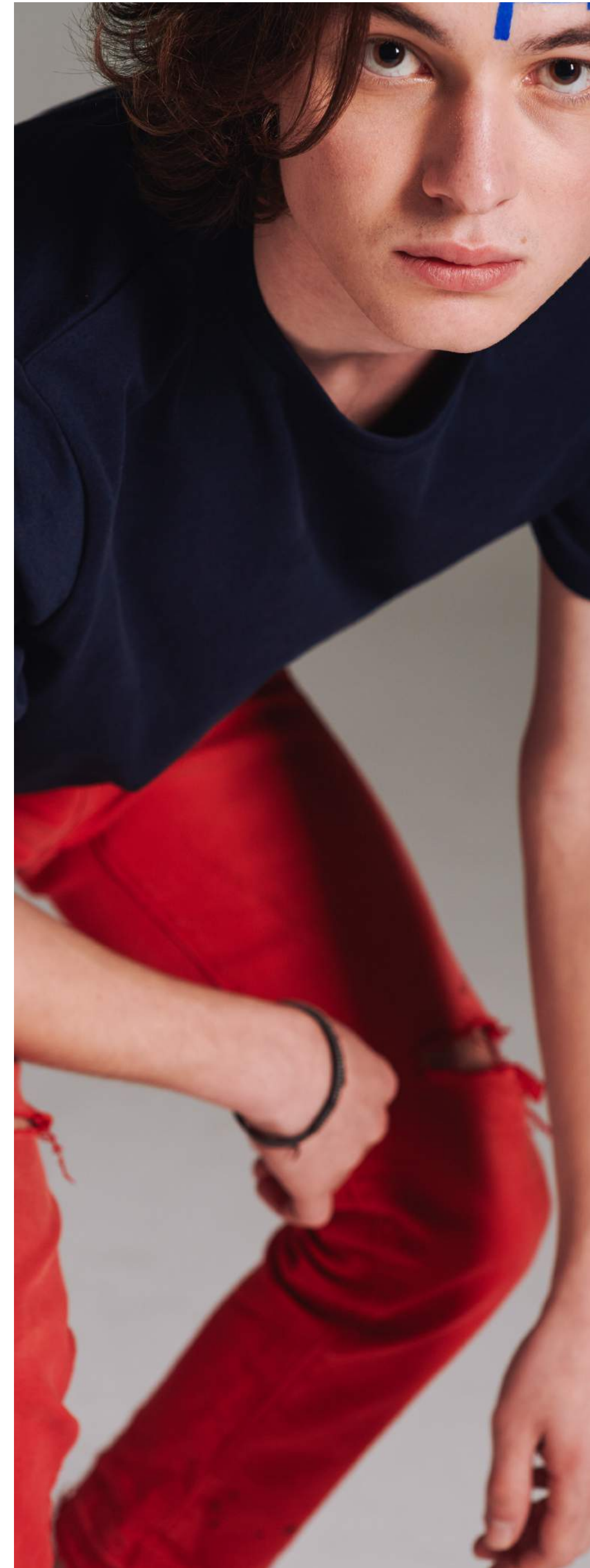


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GLOBE
PXT IN



13

Ready to dye denim with high weight image
but really soft and light hand.



THE YARN DYED TRADITION



The Berto yarn dyed tradition is back also thank to the stripes. In this Spring Summer the stripes proposal was enlarged.

You will find stripes with different colors (blu, beige and multicolor) and with different compositions (linen, lurex and superformance elastane).



Practical elegance.

18

19

4353
GLOBE PXT
EL 95 SUP

New Formal

- 1 It's a "rebel tailoring", young in the heart
- 2 Oversize stile with comfortable fibers
- 3 Formal, but easy shapes
- 4 Transversal application men/women

4513
GKOB SKY
8 SUP E



Fabrics with denim image but with soft and comfortable hand and feel.

20

21

100% cotton fabric, but comfortable and soft thanks to a mechanical elasticity. In this photo the garment has been overdyed.



Fabric with linen in composition in order to have a really elegant and bright image, but always with the denim flavour and practicality.



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Textile

Industry

Berto Textile Industry was founded in 1887 in Bovolenta, a little town near Padua, by two exceptional brothers, Giuseppe and Egidio Berto. The company, historically linked to its surroundings, in all these years has increased and strengthened the efforts to maintain the whole production in the historical establishments and today the company is proud to be part of the Italian Denim Production Chain. Made in Italy isn't a mere style issue, it means Italian production chain, workers' respect and territorial respect too. A long story of textile knowledge, a great devotion to work, a unique company that has been able to preserve and transmit in different sectors its cultural baggage and its precious know-how. This long route let Berto become a strong company that offers a wide and custom made range of products, with a great flexibility manufacturing system. Berto is a company near the costumers.

The company has courageously listened to the market laws and, respecting the ancient tradition, has developed sophisticated technologies for brand new products. The artisanal approach is perfectly linked to the modern industrial system.

Sustainability

"We give back to the earth all that we borrow". Being a sustainable business for berto is not the end goal but a shared value. Sustainability is a process closely linked to research and innovation. Over the years, all production processes have been redesigned and improved to ensure maximum efficiency, in order not to waste resources in every step of the production. Using organic cotton, regenerating our waste of production in order

to re-create new fabrics, using "smart" dyeing that are easy to be washed, using biological indigo and ecological finishing process...All these things are representing our "sustainability beyond the standards". Because they permit to be ecofriendly and sustainable also to the other actors of the supply chain (the garment makers, the laudries and the brand). This is our "sustainability along the whole supply chain".





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