

Urban Arctic



FW19

The floating imaginery of an authentic journey.

Direction:	South Pole
Our guide:	Ronald Amundsen, Norwegian explorer
The challenge:	The Northwest Passage
	Sailing the Artic

Urban Arctic is a journey to discover new chromatic, geographic, stylistic coordinates. Follow us through the three chapters of our journey.

"We see many fine sunsets here, unique in the splendour of their colour. No doubt the surroundings in this fairyland of blue and white do much to increase their beauty."

From The South Pole, by Roald Amundsen.

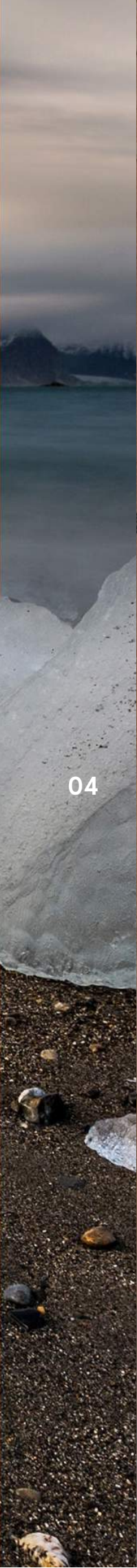
02

03



Chapter One

The wild nature, uncontaminated and not yet covered by ice, characterized by brown and green landscapes.



04



05





06

07



4666
YAK



K466
CANVAS
ECRÚ

Chapter Two

Boundless ice fields and endless seas, expressed through colors like white, dark blue, light blue and lurex details that recall the shining of the sun over the ice.



08

09



K274
LE JOUR
150





K471
ARTIC
BLU LUX



4292
WALLEY
BK-ECRÙ
OVERD BLU



4243
REVERSE
BB



K470
ARTIC
LUX



4242
REVERSE
BULL

Chapter Three

The wildlife of the South Pole. Penguins as the symbol of the Antarctica. A white and black check fabric steps into our Urban Arctic collection.



14



15





4444
GRIZZLY
BLU

12

13

4214
HISTORY
GLORY

LE JOUR 150

Fabric with visible and three-dimensional weave. It has a very evident diagonal thanks to a double 3x1 construction.

Composition:	100% cotton
Weight:	13.7 oz
Code:	K274



DAY DREAM

Fabric born thanks to the combination between the indigo world and wool world. The yarns are woven in order to obtain a camouflage design.

Composition:	Cotton & Wool
Weight:	10 oz
Code:	K419



A 360-degrees sustainable production.
One small step towards saving the PIANETA.

We use a particular regenerated cotton yarn to produce PIANETA fabrics. This special yarn comes from the transformation of our production waste. Doing it we save 65% of the standard use of water. Then, during the indigo dyeing process we use a natural and totally biodegradable sizing. And finally we finish the fabric with a new particular finishing process that permits a saving of -85% lt of water and -32% gr of CO2 emissions per mt of fabric, compared to a standard finishing.

Our other sustainable fabrics

recover
R BLUE[®]
100% UPCYCLED BLEND

consumer waste from all over the world. This waste is collected and sorted by quality and color, then it is shred and turned into the RECOVER® cotton fiber adding recycled PET to give the correct performances.

- No dyes
- No pesticides and fertilizers
- With a minimum water consumption
- With a CO₂ production almost equal to zero through the use of solar energy

BIO ECO DENIM

The INDIGO DYE used for these fabrics is NATURAL and stems from the processing of the leaves of the plant *Indigofera Tinctoria*, which is cultivated in South India. These fabrics are GOTS certified and the substances used in the

production process are REACH approved.
For the production of these items we use ORGANIC COTTON, a kind of cotton grown using methods and products with a low environmental impact.

ECO FINISHING PROCESS

- Eco-sustainable process thanks to a reduction of water used and CO2 emission
- Laser treatment on the fabric made easier
- Better color fastness with respect to traditional indigo denim (over 3/4)

H2O and Co2 for 1 meter of denim			
	STD FINISHING	ECO FINISHING	Δ %
H2O lt/mt	5,2	0,8	- 85 %
Co2 lt/mt	138	94	- 32 %

Certifications



Sustainability is weaving our story.

Touch it:
our circular
production is
a challenge we
love to share
with you.

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