



**LIU JO PRESENTS A NEW 'BETTER DENIM' CAPSULE COLLECTION  
DESIGNED IN COLLABORATION WITH CANDIANI, CRAFTED FROM  
REGENAGRI® COTTON**

Liu Jo continues to develop the 'Better Denim' collection, presenting the first capsule collection made with Candiani denim canvas crafted from *regenagri*® regenerative cotton, the international standard for regenerative cotton cultivation. A key subject area for the green transition, regenerative agriculture utilises techniques aimed at restoring the natural functions of the earth, intended to improve the efficiency of resources and protect the natural regenerative capacity of soils.

The ability to re-invent a classic garment and put it at the service of femininity has seen denim come to embody Liu Jo values, an emblem of the brand since the very conception of the 'Bottom-Up' model. A garment capable of evolving over time thanks to stylistic and technical *savoir-faire*, re-inventing the design, materials and fit, so as to enhance the natural beauty of every woman whilst maintaining its status as a versatile and irreplaceable must-have. Season after season, Liu Jo continues to expand its offering, developing a denim package that combines technology and femininity, with a focus on quality and wearability. These central values were then combined with those of sustainability and environmental protection, leading to the establishment, in 2019, of Liu Jo Better Denim.

The new 'Better Denim' capsule collection comprises a light-blue denim top and three bottoms, available in medium-dark indigo or raven hues and a sulphurous black that tends towards grey. The new jeans styles constitute three 'Bottom-Up' models featuring an essential design, characterised by an inverted yoke and straight leg - timeless silhouettes capable of adapting to any body shape and personality; the top, instead, resembles a corset with a square neckline and front button fastening, and is presented as the perfect complement to any head-to-toe denim look. All four pieces that form the

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capsule collection are also made with Indigo Juice® technology, a special dyeing process developed by Candiani aimed at drastically reducing the consumption of energy, water and chemical substances during the treatment of the canvas.

The collaboration with Candiani - an Italian manufacturing company, leader in research and sustainable innovation and already a Liu Jo partner for the launch of the first 'Better Denim' collection in 2019 - represents a significant new step in the proposal of 'Better' collections, born from the brand's sensitivity and constant commitment to the transition towards the use of raw materials with a reduced environmental impact. *"Implementing a sustainable transition means employing techniques and processes that make production increasingly autonomous from the exploitation of exhaustible resources"*, commented Marco Marchi, CEO of Liu Jo. *"Such an approach requires ever-greater attention to the supply and origin of the raw materials used. This is a challenge that concerns the entire sector, and - like Liu Jo - we want to consolidate our commitment through choices that have a positive impact on the environment and protect our consumers"*.