

APPAREL AND ACCESSORIES

## Loro Piana reclaims raw materials for gender-neutral capsule

September 26, 2023



*Launched this month, the brand's latest Re-Cashmere drop relies upon reclaimed materials such as recycled goat wool. Image credit: Loro Piana*

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By EMILY IRIS DEGN

Italian cashmere label Loro Piana is out with a mindful release.

Launched this month, the brand's latest **Re-Cashmere** drop combines recycled and undyed goat wool, embarking on an inclusive approach to sustainability. Through the use of reclaimed materials, gender-neutral styles and timeless designs, the "LORO" capsule collection brings together the appeal of conscious consumption and luxury's heritage promise of longtime wearability.

**Wear with all**

The capsule's undyed and repurposed fibers offer the tactile appeal of traditional cashmere while raising the bar with new levels of environmentally responsible production practices.

Imagery showcasing the pieces stars a diverse cast of models, representative of masculine, feminine and nonbinary identities.

Doubling down on the gender-neutrality of the capsule, the brand specifically points out in advertising for the drop that "loro" means "they, them" in Italian.



*Minimalistic looks are displayed on a range of body types, genders and other identities. Image credit: Loro Piana*

The talents wear the styles interchangeably, revealing how the cashmere creations can fit into a wide range of wardrobes.

Traditional prestige buyers from older generations can rejoice in the line's luxurious products and classic looks, while Gen Z and Millennial consumers can find their green values and open approach to gender reflected back to them by Loro Piana via the collection.



*Colorful fibers from repurposed clothing are mixed with undyed cashmere to create the circular product. Image credit: Loro Piana*

This sensibility carries over into the manufacturing process, as "LORO" is brought to life by hand-cut fabric from repurposed clothing.

To begin, artisans remove buttons and labels, breaking down the garments to mix with undyed goat wool before turning the pieces into twisted fibers.

The resulting yarn samples are delicately interwoven to create the clothing line.



*Gender neutrality, circular materials and classic styles come together to form a long-lasting capsule wardrobe. Image credit: Loro Piana*

The capsule contains an assortment of ready-to-wear options such as sweaters, sneakers, scarves and hats, all available in either light pink, gray, beige or cream picks can be mixed and matched, adding a level of versatility to the eco-friendly wear while further extending the items' life cycle.

In this way, Loro Piana's collection holds a minimalist philosophy, where one item can replace many, at its core.

Platforming purpose

Eyeing comprehensively circular systems, Loro Piana has championed traceability in the past.

In March 2023, the brand partnered with the Aura Blockchain Consortium, attaching a digital certificate to each item from a then-current collection. Select items were sold at a Loro Piana location in Palo Alto, California, which provided access to exclusive digital content upon purchase ([see story](#)).

Discover the uniqueness of the permanent capsule of reclaimed cashmere.

A yarn with a distinct design and structure. Transcending trends, generations, and genders while maintaining the Maison's quality and sense of exceptional touch.

Discover it online, now: [#LoroPiana pic.twitter.com/OfNEFWGQNB](#)

loropiana (@LoroPiana) [September 7, 2023](#)

With this in mind, many luxury brands are aligning with more conscious practices, shining a light on green sourcing and sound value chains ([see story](#)) or moving to improve and innovate, keeping sustainable insights close during product development ([see story](#)).

This conscious wave comes as luxury consumers largely begin to demand sustainable baselines and ethical business operations, seeking to support brands that hold their own values ([see story](#)).

Circularity, inclusivity and traceability are among the merits of Loro Piana's capsule by design, from the models chosen for marketing purposes to the materials used for each garment.

Based on client preferences and rising climate issues, the Italian label's reveal appears well-positioned as Loro Piana finds a way to speak to all generations through fashion.

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