

FOR IMMEDIATE RELEASE

# class

C.L.A.S.S. NEW YORK  
LAUNCH EVENT

DECEMBER 11, 2008  
6P.M.–9P.M.

ALLSTEEL  
233 PARK AVE S, 2ND FLOOR  
RSVP: CLASS@STATEPR.COM

PANEL DISCUSSION  
6P.M.–7:30P.M.

CO-HOSTED BY  
BARBARA KRAMER,  
CO-FOUNDER OF  
DESIGNERS & AGENTS®

WITH SPECIAL GUESTS  
BAHAR SHAHPAR  
SUMMER RAYNE OAKES  
ELINOR AVERYT  
DR. EMANUELE BERTOLI  
SERGIO SESSINI  
GOKHAN BAYKAM

COCKTAIL RECEPTION  
8P.M.–9P.M.  
CATERING BY SILKSTONE  
WINE FROM BARTERHOUSE

**C.L.A.S.S. NEW YORK**  
THE FOUR HUNDRED  
286 SPRING ST, STE 202, NYC 10013  
PH +1 212 206 8319  
NEWYORK@C-L-A-S-S.ORG  
BAHAR SHAPAR  
BAHAR@SHOWROOMFOUR  
HUNDRED.COM

**C.L.A.S.S. MILAN**  
GBS CONSULTING  
CORSO VENEZIA, 35, 20121 MILANO  
ANTONIO LETTIERI  
PH +39 0276018402  
LETTIERI@C-L-A-S-S.ORG

**C.L.A.S.S. LONDON**  
EAST CENTRAL STUDIO  
1 EZRA STREET, LONDON E2 7RH  
SANDY MACLENNAN  
PH +44 020 7729 4749  
SANDY@  
EASTCENTRALSUDIOS.COM

## MEDIA CONTACT

STATE PUBLIC RELATIONS  
PH +1 646 714 2520

KRISTINA RATLIFF  
KRISTINA@STATEPR.COM

RYAN URCIA  
RYAN@STATEPR.COM

IN PARTNERSHIP WITH



CREATIVITY, LIFESTYLE AND SUSTAINABLE SYNERGY

C.L.A.S.S., AN INTERNATIONAL ECO-MATERIALS SHOWROOM  
ANNOUNCES THE LAUNCH OF C.L.A.S.S. NEW YORK

FEATURING A SHOWCASE AND ROUND-TABLE PANEL DISCUSSION CO-HOSTED BY BARBARA KRAMER, CO-FOUNDER OF DESIGNERS & AGENTS®, IN PARTNERSHIP WITH ECO-FASHION DESIGNER AND SUSTAINABLE TEXTILE EXPERT, BAHAR SHAHPAR, DECEMBER 11, 2008

NEW YORK, NY (December 2008)– C.L.A.S.S.–Creativity, Lifestyle And Sustainable Synergy, an international eco-textile and materials platform, marks its one-year anniversary with the launch of C.L.A.S.S. New York and C.L.A.S.S. London this December. C.L.A.S.S. is excited to partner with eco-designer and materials consultant Bahar Shahpar, and with eco-design showroom, The Four Hundred, located at 286 Spring Street, Suite 202, New York, in a dual effort to encourage sustainability in the world of fashion and textiles. C.L.A.S.S. New York is open Monday to Friday, 10AM-6PM daily. For appointments and inquiries contact PH+1.212.206.8319 or email [newyork@c-l-a-s-s.org](mailto:newyork@c-l-a-s-s.org).

In conjunction with the launch of the showroom, C.L.A.S.S. is organizing a launch event showcase featuring a round-table panel discussion co-hosted by Barbara Kramer, Co-Founder of Designers & Agents® on December 11 at the New York showroom of Allsteel, located at 233 Park Avenue South, and 19<sup>th</sup> Street, Floor 2. The panelists include eco-designer and C.L.A.S.S. New York consultant, Bahar Shahpar, model and eco-consultant Summer Rayne Oakes, BerBrand founder Dr. Emanuele Bertoli, Elinor Averyt, Founder of L.E.A.F. (Labeling Ecologically Approved Fabrics), Sergio Sessini, President of CADICAGROUP USA, Inc, and Gokhan Baykam, President and CEO of Relight.

The focus of discussion is *THE TIPPING POINT: What is the current state of sustainable fashion? How has the current economic downturn affected designers, retailers and consumer spending? And how do we create pathways toward change?*

*"Clearly, eco-textiles are at the heart of this much-needed change in the industry. New ideas and progress are born from the creation of innovative, inspiring, and high-performing materials. As we come together to push for this change, we have to reach a critical mass – we need to create pathways and allow for synergies to take place between people, ideas, products, and businesses."* –Bahar Shahpar

Co-founded by Giusy Bettoni and Sandy MacLennan, C.L.A.S.S. is a first of its kind international platform and eco-materials showroom for the textile and fashion industry designed to support creative and innovative design through better ingredients and new materials. Acknowledging the need for a future dedicated to responsible lifestyle choices, C.L.A.S.S. stands as the first single reference point dedicated to amplifying the environmental message by bringing research and technology straight to the fashion stage.

A carefully sourced collection from natural fibers, yarns and fabrics made from renewable plant resources to technologically advanced performance fabrics, like textiles that originate from milk protein and other unique processes, C.L.A.S.S. aims to represent a new way of living and experiencing fashion. For versatile applications in apparel, outerwear, accessories, home accents and furniture, C.L.A.S.S. offers designers a resource for sourcing raw materials to replace traditional fabrics without sacrificing design, creativity and quality. For more information, visit [www.c-l-a-s-s.org](http://www.c-l-a-s-s.org).

C.L.A.S.S. New York launch is in partnership with Relight and Allsteel, Inc., with farm-to-table catering by Silkstone Bespoke Events and wines from Barterhouse.

For members of the press who would like to attend or request an interview with Giusy Bettoni, Sandy MacLennan, and Bahar Shahpar, please contact STATE Public Relations at PH+1.646.714.2520, Kristina Ratliff at [kristina@statepr.com](mailto:kristina@statepr.com) or Ryan Urcia at [ryan@statepr.com](mailto:ryan@statepr.com).

## **ABOUT C.L.A.S.S. SYNERGIES**

C.L.A.S.S. has participated and supported designers such as **Giambattista Valli**, **Carmen Marc Valvo**, **ThreeAsFour**, **Zero+Maria Cornejo**, **Derek Lam**, **Thakoon** and **Rodarte**, among other designers, as part of the **2007** and **2008 Future Fashion** as well as the recent **House of Organics** and **Be EcoChic™** fashion show in New York and **Eco Chic Hong Kong** fashion show.

C.L.A.S.S. New York textile partners include **Artefeltro** (Italy): range of organic felted fabrics; **Biella The Art of Excellence** (Italy): an organization dedicated to promoting knowledge about the history and quality of the Biella region's textile industry; **Euromaglia** (Italy): eco-knits, jersey, and recycled materials; **Fantasie Tricot** (Italy): eco-sustainable jersey; **Fidertessile** (Italy): creative, original and avant-garde furnishings and leisure fabrics; **Filati Maclodio** (Italy): a leading spinner of specialty blends of organic cotton, **Milkofil®**, **Lenpur™** and **Ingeo™**; **Filpucci** (Italy): natural dyed organic cotton, wool, recycled cashmere and many other knitwear yarns made with careful environmental attention to the production process; **Gruppo Botto** (Italy): a specialist in worsted wool, woven and jersey fabrics, knitwear yarns using cashmere, bamboo and silks in eco-friendly processes; **Ingeo™** (NatureWorks, LLC, USA): a new fiber made from plants—not oil, supporting partners in apparel, home textiles and nonwovens as well as new bio-plastic lifestyle products and packaging; **Italdenim** (Italy): quality organic denim weavers; **INKMAX** by **Itochu Corp.** (Japan): a unique range of eco-friendly nano-particle dyes and printing inks for inkjet and screen printing, as well as piece dyed goods for everything from cotton, wool, nylon, viscose and polyesters; **Jetro** (Japan): eco innovative Japanese weavers exclusive to C.L.A.S.S.; **Olimpias Spa** (Italy): supplier of eco-textiles in both woven and jersey forms; **Pai Natural Color** (Italy): natural fibers and industrial dyeing processes; **Pontetorto** (Italy): sport technical jersey structures and fleece qualities; **Serikos** (Italy): Italian silk; **Torcitura Lei Tsu** (Italy): new biopolymer filament yarns; **Toscoesse** (Italy): luxury organic cotton throws and accessories.

For F/W '09 C.L.A.S.S. also presents a new creative initiative: Innovation Laboratory, developed by C.L.A.S.S. co-founder Sandy MacLennan. The Innovation Laboratory develops a real collection of fabrics creating unique textile pattern designs using the latest low impact digital printing techniques and eco-sensible inks to show the new dynamics of pattern and color. These designs are made using a fabric range that includes veiled transparencies using Ingeo™ with silk, organic cotton velveteen with **Seacell®** seaweed fiber, clear coated Ingeo™ filament sheers, superfine corduroy with Milkofil® and organic cotton, refined and compact organic wool blends, sheer viscose and Ingeo™ luxe velvets, and other new fabric applications.

This unique innovation is made possible thanks to the cooperation and commitment from **Achille Pinto**, **Borgini Jersey**, **C. Sandroni & C**, **Fama Jersey**, **Filati Maclodio**, **Finital**, **Furpile**, **Gruppo Botto**, **LCT**, **Molteni Tessuti**, **Neoseta**, **Redaelli Velluti**, **Torcitura Lei Tsu**, **Tessitura Di Lambrugo** and **Pontoglio**, for making the fabrics from a concept created by **Sandy MacLennan**, managed and coordinated by **Olga Pirazzi**, and with the tireless support and guidance from **Marco** and **Pietro Terragni** of **Lei Tsu**. For more information, visit [www.c-l-a-s-s.org](http://www.c-l-a-s-s.org).

## **ABOUT GIUSY BETTONI**

Giusy Bettoni has 25 years of experience working in the international textile industry, beginning with the practical development of raw materials, to building collaborations throughout the chain, from spinners to fashion brands, retailers and has worked with organizations such as **The International Institute for Cotton**, **Imperial Chemical Industries**, **Dupont**, and **Invista**. In 1993, Bettoni set up **GB Studio** in Milan, Italy, a consulting agency that develops synergies between market development and communication. Currently, Bettoni is sought after for strategic business advice, and is known for implementation plans that turn innovative ideas into practical realities. In the last 10 years it became clear that the industry needed to accurately address its environmental position in anticipation of the increasing anxiety felt by consumers about the products they buy. Recognizing the potential turning point and tuning in to her own personal concerns for the environment, Bettoni has dedicated the last 5 years to promoting the message of responsible innovation throughout the textile and fashion system.

## **ABOUT SANDY MACLENNAN**

Sandy MacLennan studied textile design at the **Scottish College of Textiles** and then worked for eight years as a consultant with **Deryck Healey International** in London. In 1982 he founded **East Central Studios**, a firm specialising in the development of textile designs for clothing and offering colour and image coordination consultancy services for collections and points of sale. MacLennan is a jury member of the **Royal Society of Arts** and an external examiner for the **Chelsea School of Art** and the **Royal College of Art** in London. He contributed to the creation of a design and marketing magazine, *Viewpoint*, of which he has been one of the creative directors. East Central Studios also performs an important role as the editor of *Textile View* and also provides consultancy with regards to forecasting trends in color, sportswear, knitwear as well as men's and women's fashion. The studio has significant working relationships with leading names in the textile world such as Tencel®, Amicor™, Courtelle®, Viloft®, Tactel® and Woolmark and with the Ingeo™ fiber, a polymer recently launched on the market. It also works with numerous firms on the Asian market. Visit [www.eastcentralstudios.com](http://www.eastcentralstudios.com)

## **ABOUT DESIGNERS & AGENTS®**

Founded by **Barbara Kramer** and **Ed Mandelbaum**, **Designers & Agents®** is an independent, international alternative marketplace for over 1000 collections and thousands of retailers who define the cutting edge in fashion and lifestyle. Identifying emerging talent and creating an intimate, synergistic environment that fosters relationships between designers and buyers, each of D&A's Spring and Fall shows in Los Angeles and New York are pre-edited, art-directed, and merchandised to create a sense of camaraderie and discovery. Visit [www.designersandagents.com](http://www.designersandagents.com)

## **ABOUT ALLSTEEL, INC.**

Allsteel designs, builds and delivers progressive and relevant workplace furniture solutions. Our products are thoughtfully designed to solve real problems, and our members are resourceful and committed to addressing our customers' business and social goals. The company has Resource Centers in Atlanta, Boston, Chicago, Dallas, New York, San Francisco, Santa Monica, Washington, D.C., and Toronto, ON. Visit [www.allsteeloffice.com](http://www.allsteeloffice.com)

## **ABOUT SILKSTONE BESPOKE EVENTS**

Founded by chef **Ben Towill** and party designer **Phil Winsor**, **Silkstone Bespoke Events** is a production and catering company, focusing on producing events from elegant and intimate dinners with paired tasting menus to large product launch canapé receptions. All Silkstone events are produced in an environmentally friendly and sustainable way. Visit [www.silkstoneevents.com](http://www.silkstoneevents.com)

## **ABOUT C.L.A.S.S. NEW YORK ROUND-TABLE PANELISTS, DECEMBER 11, 2008**

### **ABOUT: BARBARA KRAMER, CO-FOUNDER OF DESIGNERS & AGENTS (MODERATOR)**

**Barbara Kramer** is an innovator. In 1986, before independent trade shows were ever heard of, Barbara and her two partners formed the first ever unisex fashion agency, **FUN DA MEN TALS**, which was followed by the launch of **IDG, (INTERNATIONAL DESIGN GROUP)**, a unisex trade fair, which ran bi-annually for 3 years in NYC and paved the way for the Mode Coast and Coterie trade shows that followed. In her 30+ years of working in the fashion industry she has achieved success on many levels. Notable are her years as the owner of **Barbara Kramer Unlimited** (women's) and **Barbara Kramer Enterprises** (men's), her two multi brand showrooms located on lower Fifth Avenue that were known for introducing cutting edge fashion brands from the U.S. and abroad into the worldwide fashion marketplace. As the conceper and designer of the high-end cashmere collection, **Cashmere Studio**, the brand achieved great success utilizing her keen eye for trend spotting and merchandising. When time permitted Barbara produced a selection of runway shows during NY fashion week as well as consulted for a variety of independent clients. March 2009, Barbara and her partner **Ed Mandelbaum** will celebrate their 10 years of success as the founders of **Designers & Agents**, a bi-coastal fashion trade event whose membership counts 1,000 highly selected fashion and accessory designers and boasts a following of high end international buyers and taste makers.

D & A successfully launched **Green Market October 17- 19th 2008**, in Los Angeles showcasing over 60 designers from the fashion, wellness, design, art, social and non for profit sectors creating, a forum to exhibit uncompromising sustainable design. The creation of Green Market is an extension of Barbara's years of dedication to the pursuit of good sustainable design both in the lifestyle and fashion sectors. Barbara's voice can be heard as the moderator on various sustainable design panels, consulting and speaking engagements while most recently penning articles for newly launched Eco Fashion Magazine, *Cocoeco*. She is also the Chief Strategist of **Goodlife.com**, an online green directory soon to launch in January 2009. Visit [www.designersandagents.com](http://www.designersandagents.com)

### **ABOUT BAHAR SHAHPAR AND FOUR HUNDRED**

Brooklyn-based eco-designer **Bahar Shahpar** is a self-taught designer with a diverse creative background in multimedia event production, fashion, and publishing. While living in San Francisco, she owned an art gallery and creative services studio, and before returning to New York, she spent time designing custom accessories in London. After extensive research on the history of American agricultural systems and the textile industry, she debuted her eponymous women's wear line for Spring 2007, inspired by the American frontier and created using only sustainable materials. Shahpar was named in *Domino* magazine's 2007 Green List, and has been featured in major fashion and lifestyle publications, including *Vogue*, *WWD*, *Elle*, *'O' The Oprah Magazine*, *Lucky*, *Nylon*, as well as established sustainable lifestyle online journals such as *Sprig.com* and *Inhabitat.com*. Currently, in addition to working as a consultant for sustainable style and wholesale sourcing, Shahpar is also co-founder and **Creative Director** of **The Four Hundred**, a sales showroom and brand development agency focusing exclusively on high-end, fashion-forward sustainable design companies. Visit [www.showroomfourhundred.com](http://www.showroomfourhundred.com)

### **ABOUT SUMMER RAYNE OAKES**

**Summer Rayne Oakes** combines her activism and image with her environmental expertise. A Cornell University graduate, Udall environmental scholar, and environmental scientist, Summer Rayne has taken environmental advocacy to the next level by trailblazing a career in values-based modeling--or exclusively aligning her work with more environmentally- and socially-conscious designers, companies and programs. As a partner in **SJR**, a strategic communications and brand management firm, she often works in front of the camera as well as behind the scenes as a sustainability strategist. Clients include, Payless ShoeSource, Alcoa Foundation, Yale University, Recycle Bank, Condé Nast, Ogden Publications, Discovery Networks, Portico Home + Spas, and others. She is author of the forthcoming book, *"Style, Naturally: The savvy shopping guide to sustainable fashion & beauty"* (*Chronicle Books, February 2009*); correspondent on **Discovery Network's Planet Green**; and co-collaborator on **Payless ShoeSource's** new sustainable shoe line, **"Zoe & Zac."** Visit [www.summerrayneoakes.com](http://www.summerrayneoakes.com)

### **ABOUT ELINOR AVERYT**

**Elinor Averyt** is committed to working with others to address society's problematic issues in order to come to effective, long-term solutions. She has worked for various non-profits, formed two socially responsible companies, and held leadership positions for several political campaigns. She also holds a degree in nutritional counseling and received a B.A. in Psychology from Trinity College in Hartford, CT. Averyt is currently preparing the launch of **L.E.A.F. (Labeling Ecologically Approved Fabrics)** after a four-year investigation into the steps needed to create an internationally valid eco-labeling system for the US based apparel industry (designers, brands and manufacturers headquartered in the United States). Throughout this development process Averyt has worked closely with the leading sustainable textile experts of the industry, and has extensively analyzed the development of internationally valid environmental/SR (social responsibility) standards, third-party certification program methodology, eco-labeling systems and protocol, life cycle analysis, consumer education campaign development, public relations, and branding in preparation for this program's launch to the marketplace summer 2009. She has also spent the last several years becoming educated about the myriad of environmental and social problems--as well as the innovative solutions--associated with the apparel industry's complex life cycle. Visit [www.LEAFCertified.org](http://www.LEAFCertified.org)

### **ABOUT BERBRAND**

**Dr. Emanuele Bertoli** is the owner of **BerBrand**, a company that manufactures mother-of-pearl buttons for clothing designers including Giorgio Armani and Stefano Ricci. By investing in the added values of ethics, sustainability and trust, BerBrand produces and commercializes buttons in mother of pearl and natural materials with show rooms located throughout Asia, Europe and The United States. Visit [www.berbrand.com](http://www.berbrand.com)

### **ABOUT CADICAGROUP USA, INC.**

**CADICAGROUP USA, Inc.** is the North American branch of **CADICAGROUP Spa**, based in Italy. **CADICAGROUP** produces labels, hangtags, packaging, and logistics for clothing and is a leader in special product research, and in the combination of materials and techniques aiming at developing unique pieces, which exalt the customer's garments. Besides products, **CADICAGROUP** also provides several services and consulting. **CADICAGROUP** offers products that respect the environment and human health, certifying the sustainability of the product and the consistency of its production chain. **Sergio Sessini** is the President of **CADICAGROUP USA, Inc.** Visit [www.cadica.com](http://www.cadica.com)

### **ABOUT RELIGHT**

**Relight** is the leading Italian player in renewable energy: it purchases, develops and manages projects portfolios and invests in eco-friendly new ventures. Relight aims to promote a sustainable growth of the Italian energy industry, focusing on RES, bio-fuels and energy efficiency, in compliance with the rules stated by the Kyoto Protocol. Relight believes that only by matching attention to the environment with economic benefits, can a solid and healthy economy be achieved. **President** and **CEO, Gokhan Baykam** graduated from the Bocconi University in Milan (Italy) and received his MBA at INSEAD, the prestigious business school in Fontainebleau (Paris, France). He has international experience in commodity trading and finance. Visit [www.relight.it](http://www.relight.it)