

# ORI

concept

ORI concept comes from the word origin. In order to continue looking to the future with enthusiasm, the leitmotiv is Sustainability.

Efficient production models, based on the circular economy, the use of innovative raw materials from 100% recycling and less water use with mass-dyed yarns. Aimed at caring for the environment, the life cycle is traced from start to finish, by manufacturing single-component fabrics to simplify the recycling process.



Recycled

Sustainable

**Ori concept** presents two new collections that reflect the essence of the brand. Sustainability and innovation fused to create Mediterranean fabrics, fluid, warm, able to provide calm and style in equal parts.

The **book Loyal** conveys natural serenity, the tradition and the essence of the hand made for an authentic homely like style. The proposal of the **book Epoque**, takes us to elegant environments and unmistakable character; a retro point with the savoir-faire of the firm.

