



VÉRABUCCIA®

I primi materiali bio-based dalla buccia della frutta

www.verabuccia.it

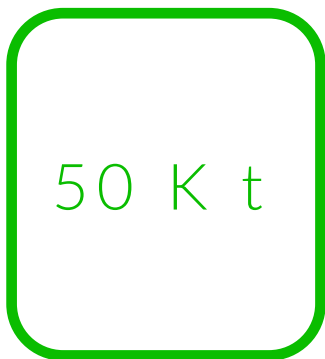




98.000 t

—Scarti di ananas, tra cui le bucce
ogni anno solo in Italia

ITALIA



Tonnellate di bucce
smaltite ogni anno

=



Tonnellate di emissioni
di CO2 ogni anno

+



Costi di smaltimento
ogni anno







A close-up photograph of a woman's face and shoulder. She is holding a whole pineapple against her cheek with her right hand. Her hair is dark and pulled back, and she has light-colored eye makeup. The background is a plain, light grey color.

USARE
L'EPIDERMIDE
DELLA FRUTTA
PIUTTOSTO CHE
DEGLI ANIMALI



MEET ANANASSE™

DA PROCESSO DI ECONOMIA
CIRCOLARE

BUSINESS MODEL RIGENERATIVO

— «*Valore economico
eticamente, senza
rinunce*»



Acquisizione clienti
B2B INBOUND



Nord America



Europa



Base vegetale

Plastica

BIO BASED
LEATHER

*Texture
ricreata*

Pelle animale

Base vegetale

BIO BASED
LEATHER



Plastica

0% Plastica

*Texture
ricreata*

EXOTIC
LEATHERS

Pelle animale

TEAM



Francesca Nori
Creator & Founder
Design, Research & Communication
Accademia Costume & Moda



Fabrizio Moiani
Founder & Product
Development
Specialization civil engineering



Massimiliano Banini
Energy Engineer & Seller
EIT InnoEnergy



SUSTAINABLE
FASHION EVENT



ANANASSE

New-bio-based material from pineapple peel- 2022



Verabuccio® identifies a patented innovative and circular production process that proposes new methods of creation as new production systems for the fashion and design sector starting from the recovery of an agri-food waste. In particular they developed the material Ananasse starting from the peel of pineapples. In Italy this type of fruit is processed rather than cultivated, resulting in tons of waste peels. Not-grown, robust, flexible, durable over time, it represents the Italian ability and thinking to generate a new category of materials that benefits by recovering organic food waste. Through an industrial production process, Ananasse explores the characteristics of wool as those of a traditional fabric or leather while maintaining the solid aesthetic of vegetable peel.

Francesca Neri, Fashion Design & Co-Founder of Verabuccio® graduated in the Academy of Costume and Fashion in Rome. Her inventiveness and her desire to look at the world with different eyes, where others see only a waste, led her to create a new material category. Alongside Francesco, Fabrizio Alonzi is the Co-Founder of Verabuccio®. Their goal is to introduce new materials, such as



organised by:



Embassy of Italy
Singapore

in collaboration with:



held in



supported by:



thanks to:



Italy
is simply
extraordinary: be





SETTIMANA
DELLA LINGUA
ITALIANA
NEL MONDO



COMITES
COMITATO DEGLI ITALIANI ALL'ESTERO
VICTORIA E TASMANIA



2023 PREMIO ITALIA GIOVANE

14 DICEMBRE 2023
MAXXI - ROMA



PREMIOITALIAGIOVANE.IT
PREMIUM, AUSTRIA




SIAMO LA DIMOSTRAZIONE DI COME
NELL'IMMAGINAZIONE CI SIA
LA POSSIBILITÀ DI INVENTARE NUOVE
SOLUZIONI E FARE LA DIFFERENZA



Grazie per l'attenzione!

NON DIMENTICARE DI SEGUIRCI

 @Vérabuccia

 @verabucciabrand

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www.verabuccia.it