

Marina Spadafora on CottonforLife.

I am here tonight to present the beautiful and innovative project of Fulmar.

I like to define my work as “ fashion with a mission ”, i have devoted my professionalism to promote sustainable fashion in the world and i am honored to be here tonight to present the film” CottonforLife”.

CottonforLife represents what the future of sustainable business should look like. This wonderful initiative works on many levels to promote progress in a respectful and proactive way.

Environment:

By having started the cultivation of cotton fields in Egypt and having gone through the process of making the soil fertile and chemical free to grow organic cotton, CottonforLife is actively participating in a world wide movement that promotes biodiversity, respect for the environment and a chemical free biosphere.

Education:

Filmar is actively involved in the training of local farmers and yarn manufacturing technicians giving an opportunity to local youth to gain experience and secure a job in the yarn-making field.

Tradition:

Filmar is respectful of the ancient textile tradition of Egypt and true to its principle has created a spectacular book in collaboration with the museum of Cairo that tells the ancient tale of cotton in Egypt.

Service:

CottonforLife fills the need of fashion houses from high luxury to big distribution who want to join the movement to make fashion a clean and accountable industry. Filmar has recently signed the detox protocol of Greenpeace making it a leader in its field.

Cooperation:

In a time of political uncertainty and social unrest the project “ CottonforLife” is creating a bridge between Italy and Egypt in a particularly delicate political moment between the two countries.

Opportunities and migration:

Fulmar is doing something very important that should be done in all emerging economies in order to create development and work that will allow people to stay in their country and enjoy a decent life instead of crossing the Mediterranean sea risking their life to come to Europe to find work.

I salute Filmar as a shining example of sustainable entrepreneurship on all levels and hope that their example will be followed by many others to create a more just and livable world.