



FORTUNALE
YOUR PURE NATURE

The Italian sweater that loves nature

CEO & FOUNDER
Ivan Aloisio

PROBLEM

Environmental impact

- + The textile sector is the 2nd most polluting.
- + It produces 5.8 billion tons of waste.
- + It also wastes the 20% of water on the Planet.

Health impact

- + Around the 10% of Italian dermatological diseases result from tissue dyeing.

Lack of quality

- + The faster the fashion, more the quality decreases.
- + Currently, garment recycling is only 1%.



SOLUTION

100% Organic yarns

+ A very high quality wool obtained from cruelty free farms.

100% Natural dyeing

+ Natural dyeing from flowers, plants and roots.
+ Over 200 natural ingredients, give the Fortunale sweater unique colours through an innovative vegetable dyeing process.

100% Made in Italy

+ The garments are made in Italy by dedicated laboratories.



Fortunale is a **circular economy** company:

A plastic-free packaging

+ A reusable and recyclable packaging.



A recyclable sweater up to 80%

+ The only sweater recyclable up to 80% of its fibers.
+ The customer can return his sweater, obtaining a 30% of discount.



One sweater, One tree

+ For each sweater Fortunale plants a tree.
+ The sweater becomes exclusive thanks to the numerical identification of the tree, embroidered on the back.
+ Fortunale has already planted 600 pomegranates in land confiscated from the mafia.



THE PRODUCT

Fortunale
is the wind that wants
to change fashion

With Fortunale a new
concept of **luxury** is born:
A **soft** and **precious**
garment, capable
of expressing **beauty**
while respecting **nature**.



TRACTION

Fortunale launched two crowdfunding campaigns on the Kickstarter platform achieving the following results:



CUSTOMER'S
SURVEY:



100%
Recommended



85%
Wishes to purchase again

MARKET TREND of sustainable products

+42%

purchases
from stores

+78%

demand in Italy
(2017-2019)

+2.1%

Turnover growth in
the textile fashion
sector in Italy
(2017-2018)

30M€

Sustainable
fashion turnover
in Italy
(2019)

733B\$

Overall
turnover on
clothing and
manufacturing
(2019)

88%

Consumers who focus on sustainable
fashion post covid-19.



COMPETITORS

Biological fibers

Natural Dyeing

Circular economy

Plastic-free

Plants a tree

Fortunale



Lize-Natural Clothing



Algo Natural



Falconeri



Rebello



Rewoolution



Rifō



ICICLE



GO TO MARKET & SUPPORTERS

+ Social sponsorships to sell through e-commerce and other marketplaces.

+ Setting up of a physical corner (two already started in Germany)

+ Presence in the event industry through temporary store.

Fabio Volo

Radio DeeJay



Alessandro Gassman

La stampa
#GreenHeroes



Carotilla

Influencer



EXECUTION PLAN

Demand: €500.000

Reinforcement of the Fortunale brand

+ by starting a marketing campaign
on an international scale

Enlargement of the team

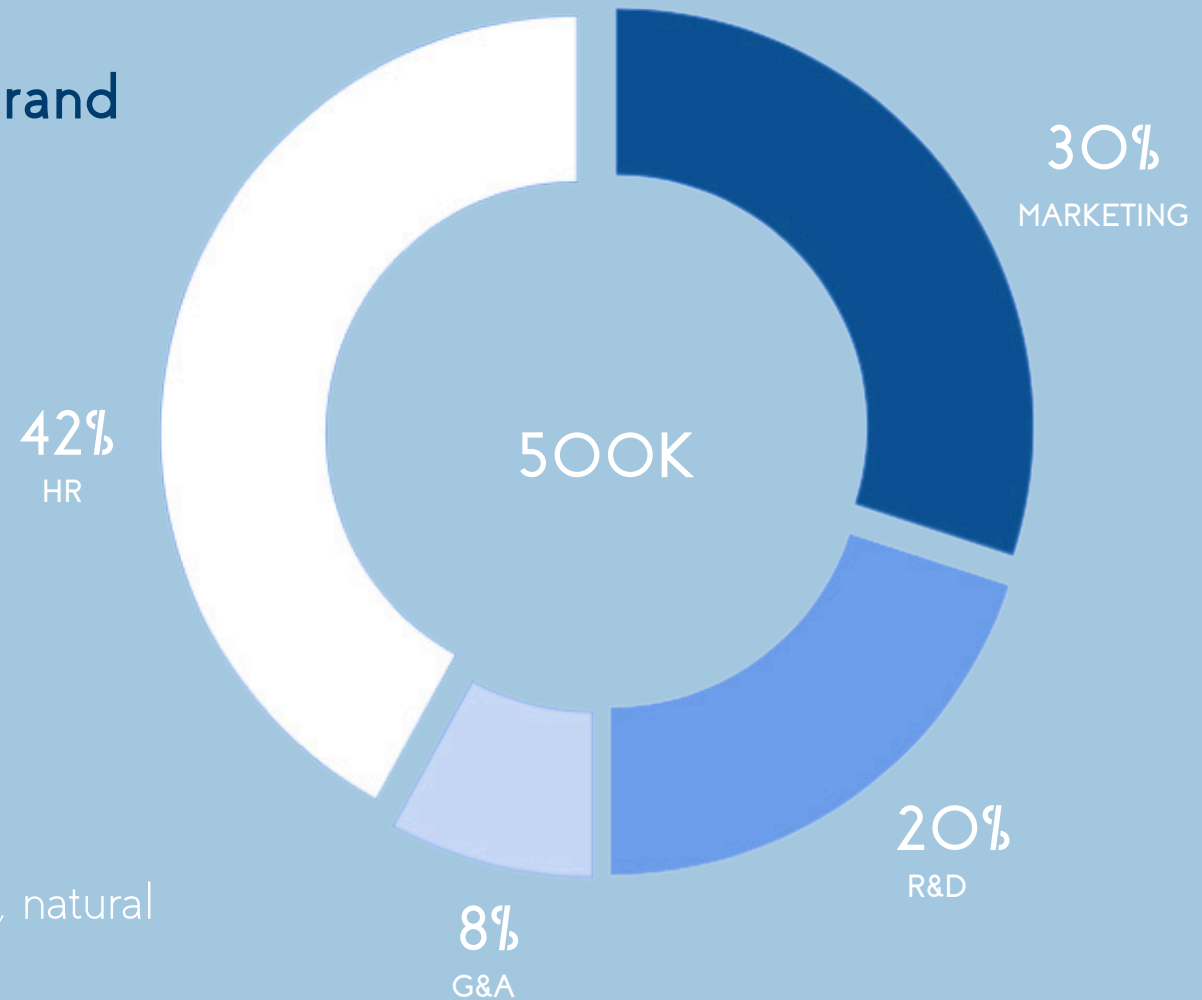
+ insertion of new resources

New web platform

+ customization of the garment and
supply chain in blockchain

Research

+ completion of the research of new fabrics, natural
dyes and garment recycling.



FORTUNALE PLATFORM

Choice of
organic wool
from
Okm farms



Choice
of natural
colours



Localisation
of the adopted
tree



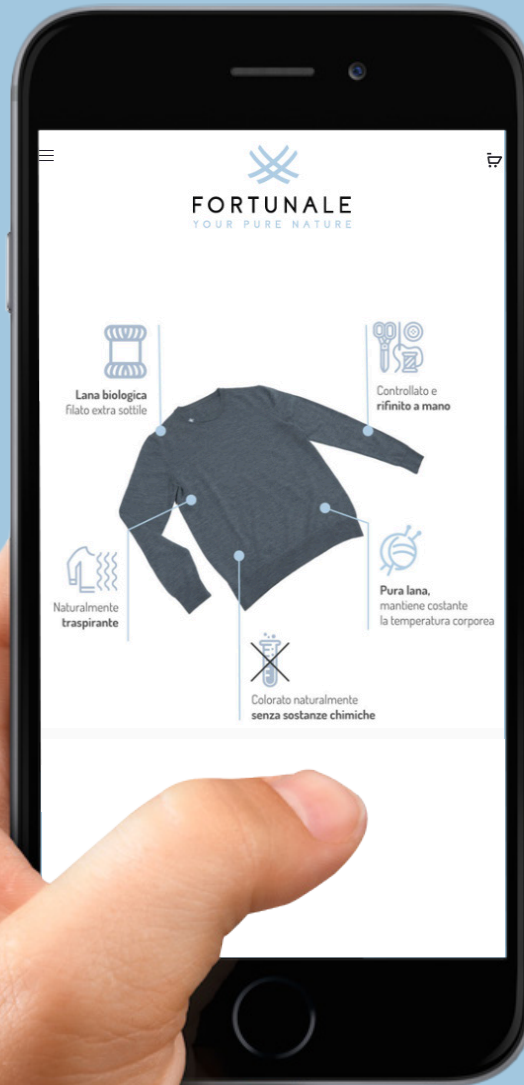
Recycling
of used
garments



Virtual
Tailoring
Tailor-made
service



Traceability
of the supply
chain on
Blockchain



THE TEAM



IVAN ALOISIO
CEO e Founder

A multi-year experience in the field of clothing and knitwear. He will be the Project Manager (PM) and will be responsible for all R&D activities.



FRANCESCA GRESIA
Communication Manager - PR

Graduated in Communication Sciences, she worked as journalist and she has been involved in scientific journalism. She is responsible of the Fortunale Communication and Public Relations.



GAIA CANTATORE
C.O.O. & Art Director

Graduated in Fashion Art Direction at the Polimoda International Institute of Fashion Design & Marketing (English). She is responsible of the style and the image of the Fortunale philosophy.



MELANIA GRANDOLFO
Commercial Manager

Graduated in Marketing & Business Communication with a specialization in International Management. She is responsible of the Fortunale trade.



CLAUDIO LA TORRE
Advisor

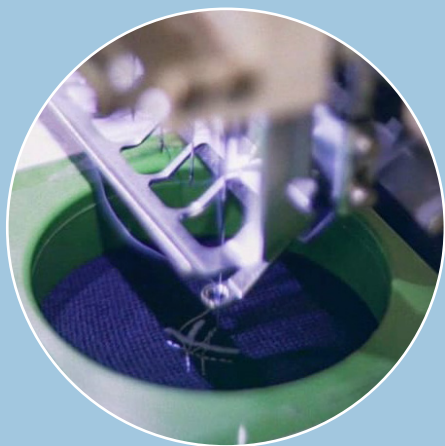
Business Angel & Manager with 12+ year of experience in multinationals and startup, in Italy and abroad.

OUR PARTNERS



S.M.T
società manifattura tessile

One of the most important textile Manufacturing Company of Reggio Emilia, deals with the search for the best yarn up to the personalized study of the collection, thanks to the perfect combination of team competence and best technologies. It has decided to support the Fortunale project in defining quality and a eco-sustainable product.



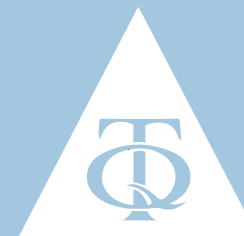
STUDIO CLEO & C S.A.S.
di Maria Grazia Ferrari - Carpi

Consulting firm for women's, men's and children's collections and accessories. It offers the services for the elaboration of the collections with the development of the total look of the samples and ready-to-wear. Always in contact with Ivan Aloisio in defining prototypes and selecting materials.



Guanxi

Digital marketing company that supports companies understanding their needs, evaluating opportunities and guiding the transformation of traditional business models by reaping the competitive digital advantages. It followed Fortunale's successful crowdfunding campaigns.



Tintoria di Quaregna, excellent dye-works, unique in the world with the natural dyeing patent. Specialized for over 50 years in the treatment of noble fibers. It has introduced a specialization in natural, herbal-based dyes. The synergy with the Tintoria di Quaregna represents the fulcrum of Fortunale's product and innovation.



COLLABORATIONS & AWARDS

Selected by:



Atlas of the
circular economy



The United Nations
Global Compact
Foundation

Collaborations:



Italian
environmental
association

Natural
Dyeing



PIGMENTO



"Aldo Moro"
University of Bari

"Semi di Vita"
Agrarian Social
Cooperative



Awards:

«QVC CORPORATE
FAST TRACK»



2nd PRIZE
START-UP COMPETITION



Presentation
of the project
at the
Montecitorio
conference room



Forbes

ANSA_{it}



IL  MATTINO

il Quotidiano^{del Sud}

^{La} nuova ecologia



Capolettera



Vesti la natura

Fortunale

100% natural



6 CLEAN WATER
AND SANITATION



12 RESPONSIBLE
CONSUMPTION



17 PARTNERSHIPS
FOR THE GOALS



Ivan Aloisio
www.fortunale.eu