

## **MERRY FABRICA 2020**

### **Stop wasting your Christmas**

Treviso, 1 December 2020. From today, 1 December **Merry Fabrica** is back, but this time in a virtual version. In this difficult year, the Benetton Group's communication research centre has decided to put at disposal means and skills to present, through the digital platform **www.merry.fabrica.it**, an accurate selection of artisans, designers and artists sensitive to the responsible use of materials and to circular economy.

F A B R I C A

An opportunity to support **Made in Italy** and to look for original and limited edition gift ideas. About **60 makers** have joined the initiative offering a very wide range of products, all united by an artisan style with a **handmade** flavor: clothing, bijoux, fashion accessories, floral art, items for children, natural products, contemporary souvenirs, design objects, furniture, prints, illustrations, books, seeds for urban agriculture and even the possibility of adopting an animal or a tree.

From **9 to 22 December** Fabrica's Instagram account (@fabricaresearchcentre) will host **Merry Fabrica Stories**, a series of **live digital initiatives** - tutorials, interviews and conversations - with some of the makers attending the market. We will talk about sustainable fashion, show how to make a wallet with old nautical canvas, create your own wardrobe with DIY patterns and cultivate an urban garden on your terrace.

Let's live together the most magical time of the year even if at a distance!

#merryfabrica2020

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