

<p><b>Name of the Good Practice:</b></p> <p><b>SUGO LAB</b></p> <p><a href="http://www.sugolab.com/">http://www.sugolab.com/</a>  <a href="https://it-it.facebook.com/laboratoriosugo/">https://it-it.facebook.com/laboratoriosugo/</a></p>	<p><b>Contact: SUGO LAB</b></p> <p><b>Name:</b> Amedeo Mattei e Esia Colonna</p> <p><b>Address:</b> Torino - via Ormea 38/b</p> <p><b>Mail:</b> <a href="mailto:laboratoriosugo@gmail.com">laboratoriosugo@gmail.com</a></p>
<p><b>Domain concerned:</b></p> <p><input checked="" type="checkbox"/> Good Practice - General  <input type="checkbox"/> Good Practice - Collection  <input checked="" type="checkbox"/> Good Practice – Valorization</p> <p><input type="checkbox"/> Good Practice - Sale  <input type="checkbox"/> Good Practice – Sensitization</p>	
<p><b>Implementation context (territory, starting point, ...)</b></p> <p>A stain of sauce on a dress can mean one thing: unequivocally sanction our carelessness (or that of someone else) and force us to grapple with water, detergents and washing machines. Sugo Lab has overturned this concept, making the term akin to <b>creativity transmitted by recycling and the creative reuse of existing garments and fabrics</b>. The idea for the brand ("SUGO") was born from here, from the spot par excellence, that of sauce.</p> <p>Sugo is a project with roots scattered throughout Italy and in half of Europe. The idea was born in the Lombard capital and has been perfected through years of fairs and markets: from Spain to Berlin, passing through Tuscany. The adventure started in the now distant 2006 to find its natural outlet in Turin, in 2014, where all the production takes place.</p> <p>In December 2016, Sugo makes a further leap in quality, inaugurating the e-commerce site, where you can buy t-shirts, sweatshirts, bags, baby carriers and other original creations.</p>	
<p><b>Practice, method of intervention and objectives of the approach</b></p> <p>SUGO LAB Store is a creative fashion workshop that practices <b>reuse, recovery and transformation of fabrics and garments</b>. Sugo recycles used clothes and patches of fabrics by assembling them in original sweatshirts, sweaters, t-shirts, puppets and accessories for women, men and children. The casual style of the lines is combined with comfort, wearability and innovation to convey the sense of freedom to the sauces, in life and in clothing. This eco-sustainable craft tailoring starts with recycled garments and production waste to reduce costs in the face of high quality materials.</p> <p>There are 3 fundamental principles that guide all of Sugo's activities:</p> <ul style="list-style-type: none"> <li>- <b>2nd life</b>, with the recovery and transformation of second-hand clothes</li> <li>- <b>Waste 0</b>, with the use of each small piece of fabric as a decorative element</li> <li>- <b>Last Chance</b>, with research at textile producers and wholesalers of finished fabrics that are out of production and therefore destined for disposal.</li> </ul>	

<p><b><u>Results (impacts on the public, the territory, ...)</u></b></p> <ul style="list-style-type: none"> <li>• reduce waste production,</li> <li>• fight big waste that lies behind the clothing industry,</li> <li>• apply creativity to the raw material available,</li> <li>• work with high quality raw materials at sustainable costs.</li> </ul>	<p><b><u>Target audience:</u></b></p> <ul style="list-style-type: none"> <li>• all people</li> </ul>
<p><b><u>Perspective of use and dissemination:</u></b></p> <ul style="list-style-type: none"> <li>• Transfer the experience to other Italian regions and European countries</li> </ul>	