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april 17<sup>TH</sup> — 22<sup>TH</sup> 2018  
milan flagship store  
via palermo 1

[societylimonta.com](http://societylimonta.com)

**SOCIETY**  
— LIMONTA —

# ABC

## THE ORIGIN OF A TEXTURE

Meditating on the origins of things, we found ourselves revisiting the paths that transform matter into materials. The leaves of a very ancient plant produce a textile fibre with exceptional characteristics. With ABC, the origin of a texture – Society Limonta wants to explore the properties of Abacà or “Manila Hemp”, transforming it into a tactile experience, a discovery-path made of bed and table linens, completed by a clothing collection in a limited edition.

## AN ANCIENT PLANT

Abacà is an ancient plant belonging to the Musaceae family native to the Philippines and commonly known as Manila Hemp. It spontaneously grows in subequatorial climates, without any human help. The plant is entirely used from the leaves to the stem to make a textile fabric already known in the XIX century. It was used for twines, hawsers and mooring ropes. All ropes made with this fibre have exceptional characteristics: even though their weight is one third of regular hemp ones, they guarantee the same resistance, and a superior flexibility even if wet.

## A NATURAL AND HEALTHY TEXTILE

Recent technologies and a series of artisanal operations, allow to obtain from this plant a very thin yarn, perfect also for home decor fabrics.

The evenness and lightness of the thread and its absorbency are superior to any other vegetable fibre produced with plants of the same species.

Abacà has all the characteristics of a natural and healthy fabric.

**Resistant.** The fibre's structure is 6 to 8 times more resistant to abrasion than cotton fabric.

**Antibacterial and antiperspirant.** The porous structure of the fibre absorbs dampness and dries quickly, helping a correct perspiration and leaving a fresh and healthy feeling, even in particularly damp and humid environments.

**Healthy.** Thanks to its low index of thermal conductivity, it does not overheat. Moreover, its rough structure and consistency generate a light skin peeling giving a pleasant feeling all over the body.

**Design oriented.** Abacà fabric is very regular, technological and light. It has a dry feeling at the touch and a crunchy consistency. Abacà is very peculiar both at sight as at the touch, because it is a very resilient and voluminous fabric. Abacà is very ductile and innovative, an ancient fabric projected right into the future.

## AN ECOLOGICAL AND SUSTAINABLE MATERIAL

Society Limonta has chosen to use very fine Abacà yarns to create their fabrics, unique both for their quality as for their look. This type of fabric is completely natural, biocompatible and biodegradable but does not change its characteristics nor deteriorate in time. For years, Society Limonta has been focusing all its manufacturing on environmental conscious processes. All collection lines utilize self-produced power with a photovoltaic system, and for further power saving, thermal energy is fulfilled by a high-efficiency cogeneration system, with an almost 100% performance. In addition, the garment dyeing system follows the strict Reach (Registration, Evaluation, Authorisation and Restriction of Chemicals) regulations that protect human health and the environment.

## SOCIETY LIMONTA HOME COLLECTION

Society Limonta Home Collection is the Italian brand that with its especial love for “design” has revolutionized the home textile industry. The brand is part of the Limonta Group based in Costa Masnaga, near Lecco, in Lombardy. An historical textile manufacturing company, which dates back to the late XVIII century, and is still one of the major points of reference for textile innovation both for the home couture and for the fashion industry. Every home collection, all entirely manufactured in Italy, is the perfect blend between the nobility of the materials and refined manufacturing systems. Traditional sets become part of the past, now the house is “dressed up” with natural and sophisticated fabrics. An unconventional luxury, that is subtle and never boasted, practical, casual and extremely soft.

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