



FED&CO SRL

VALUE

LOVE AND PASSION

NATURE

RESPECT

SHARING

UNION

SUSTAINABILITY

QUALITY

INNOVATION

MISSION

Our Mission is to "Generate and Regenerate" sustainable sneakers and clothing, with an affordable and competitive price for the consumer.

Our vision is to become the reference in the sustainable footwear market for the new generations, and develop an internal supply chain, naturally with zero impact..

VISION

ABOUT US

Fede&Cowa was born in 2012 from the intuition of two sisters, Gaia and Federica Di Donato, who defined the philosophy of their respective brands: Generated and ReGenerated. The name Generated comes from the greek name Gaia - the goddess generator of all things, as well as personification of the earth. Hence the term generated. The aim of Generated and ReGenerated is to represent the continuous development of the world we live in through a spiral, which metaphorically generates and regenerates collections of "Sneakers and T-Shirts". Our Research and Development department is made up of very young and specialized designers who dedicate themselves daily to interpreting the needs of the new generations in terms of style, innovation and eco-sustainability. Respect for the environment plays a primary role, the whole team performs constant research on the raw materials to be used, selecting only those that respect the planet but at the same time are able to give lightness and comfort to the products, as well as ensure a unique design.

reGenerated®

