







Essence: from the Latin “*essentia*” derived from “*they*” that is to be, is the “essential” structure of being understood as something that exists, that is generated and takes form in its essence, pure and simple.



Humanity: from the Latin “*humanitas*” or “*humankind*”, in the specific context of human condition and a feeling of understanding towards others. A universal feeling of solidarity, compassion, love, care and kindness.



Respect: from the Latin “*respectus*” or “*look backwards*”, “*esteem*” or “*respect*”, is a feeling nourished towards someone or something whose social and special value is recognized.



Nature: from the Latin “*nature*” derived from “*natus*” or “*to be born*”, represents the total system of living beings, the generating force of all things.



Sustainability: from the Latin “*abere*” and “*sustinere*” or “*ability to support*”, in this case it is the ability to satisfy their needs without compromising the ability of future generations to satisfy their own.



Quality: from the Latin “*qualitas*” indicates the set of distinctive characters in positive or negative.



Innovation: from the Latin “*innovatio*” or “*innovate, change, reform*”.

Functionality: understood as ease of use of an object that has multiple functions together, such as an eco-sustainable sneakers and a-gender for example.



“People, like trees, are made of layers, streaks. People, like rivers, cross places, situations.”



MISSION

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

VISION

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.





ReGenerated is not a brand but a “state of mind”: it means to remake, rethink, readjust, react. In fact, we have studied a new life cycle, a process to be followed in all phases of the business: from production, to distribution, to recycling and the regeneration of materials. Usually when an old pair of shoes reaches the end of its “life cycle”, at best it is dumped or burned. So ReGenerated, with the support of national and international partners, is committed to collect, recycle and regenerate materials to be used initially as components for the production of clothing and footwear 100% recycled and recyclable. The goal is to collect and recycle any type of “waste” by obtaining the raw material to create new fashion and made in Italy products with zero impact, as well as contributing to the reduction of pollution caused by the disposal of such goods.

#lifeisyourcreation



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