

Bally scouts for start-ups with sustainability tech solutions: applications open until mid-February

Caslano, January 21, 2020 – Bally, the Swiss luxury brand, is looking for mature start-ups dedicated to developing initiatives that actively address the burning issues of sustainability in the fashion industry.

In cooperation with its long-term partner Loomish, a Swiss investment management firm, Bally has opened a start-up call inviting mature enterprises with ground-breaking solutions that could help big players tackle sustainability.

Initiatives can be submitted until February 14, 2020 via the Loomish website <https://awards.loomish.ch/> and the application process is quick and straightforward. The finalists will be invited to pitch in Lugano on March 31, 2020, in front of an international jury panel composed of high-level industry executives, tech leaders and investors.

The specific interest of the call is in three categories: sustainable production (materials, design, production), sustainable consumption (circular economy) and sustainable retailing and logistics.

Learn more about the jury panel here https://awards.loomish.ch/?page_id=1281 and apply https://awards.loomish.ch/?page_id=900.

Nicolas Giroto, Bally CEO, says: “Over the last year, there has been a significant shift in the urgency make the Fashion industry more sustainable for the future. As a member of the Fashion Pact, and with our own independent Sustainability Roadmap in place, I believe brands have a duty to leverage their reach and vitality to address these growing global issues.

This initiative is a part of our contribution towards building a more sustainable industry and we are very pleased about the diversity and breath of the Award Jury Panel, which brings together a stellar group of industry leaders and brands in one place.”

Carlo Terreni, the Founder of Loomish and the President of NetComm Suisse, says: “Over the last four years, the Fashion Innovation Award has gained a reputation of a curated launch platform for FashionTech start-ups: it gives promising FashionTech entrepreneurs a unique opportunity to pitch their solution directly to dozens of senior industry decision makers, all the way to the c-level executives. In 2020, with fashion sustainability raising a as massive innovation space, we will work with our Partners, Brands and Jury members to select, promote and help scale-up the most promising FashionTech start-ups working towards a more sustainable future.”

The Award is a part of the Fashion Innovation Week, organised by NetComm Suisse, the Swiss e-commerce association. More info here: <https://fashioninnovationweek.ch/>.

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ABOUT BALLY

Bally is a Swiss luxury brand established in 1851, with a rich heritage in shoemaking, and a longstanding relationship to architecture, arts and the environment. Today, the brand offers unique designs across shoes, accessories and ready-to-wear, driven by a dedication to craftsmanship and a contemporary aesthetic.

Bally's 311 retail stores and 500 multi-brand points of sale span across 66 countries worldwide, including a global e-commerce platform serving 34 countries.

For more information, please visit [Bally.com](https://www.bally.com)

ABOUT LOOMISH

Loomish SA is a Swiss-based investment management firm specialised in Lifestyle Tech, with a focus on fashion, luxury, food, travel and design industries. Learn more about the Award here:

<https://awards.loomish.ch/>