


ECOLANA

Progetto Simulimpresa

4E



**Have you ever wondered how
much history, nature, and
sustainability can be
contained into a single wool
sweater?**



Introduction

Ecolana is a simulated company that combines textile tradition with sustainable innovation.

The name comes from Eco, representing environmental responsibility, and Lana, the natural wool we use.

**Sustainable
products**

**Natural
materials**

A close-up photograph of a woven basket filled with several balls of wool yarn in shades of pink, red, and white. Two silver knitting needles are positioned horizontally across the middle of the basket, with a small piece of pink knitted fabric draped over them. The background is a light, textured surface.

Mission and Vision

Mission

To produce high-quality, sustainable, and comfortable wool garments while respecting the environment and valuing craftsmanship.

Vision

To become a reference point in the eco-friendly fashion sector, promoting ethical, long-lasting, and nature-respectful clothing.

What we offer

Ecolana produces:

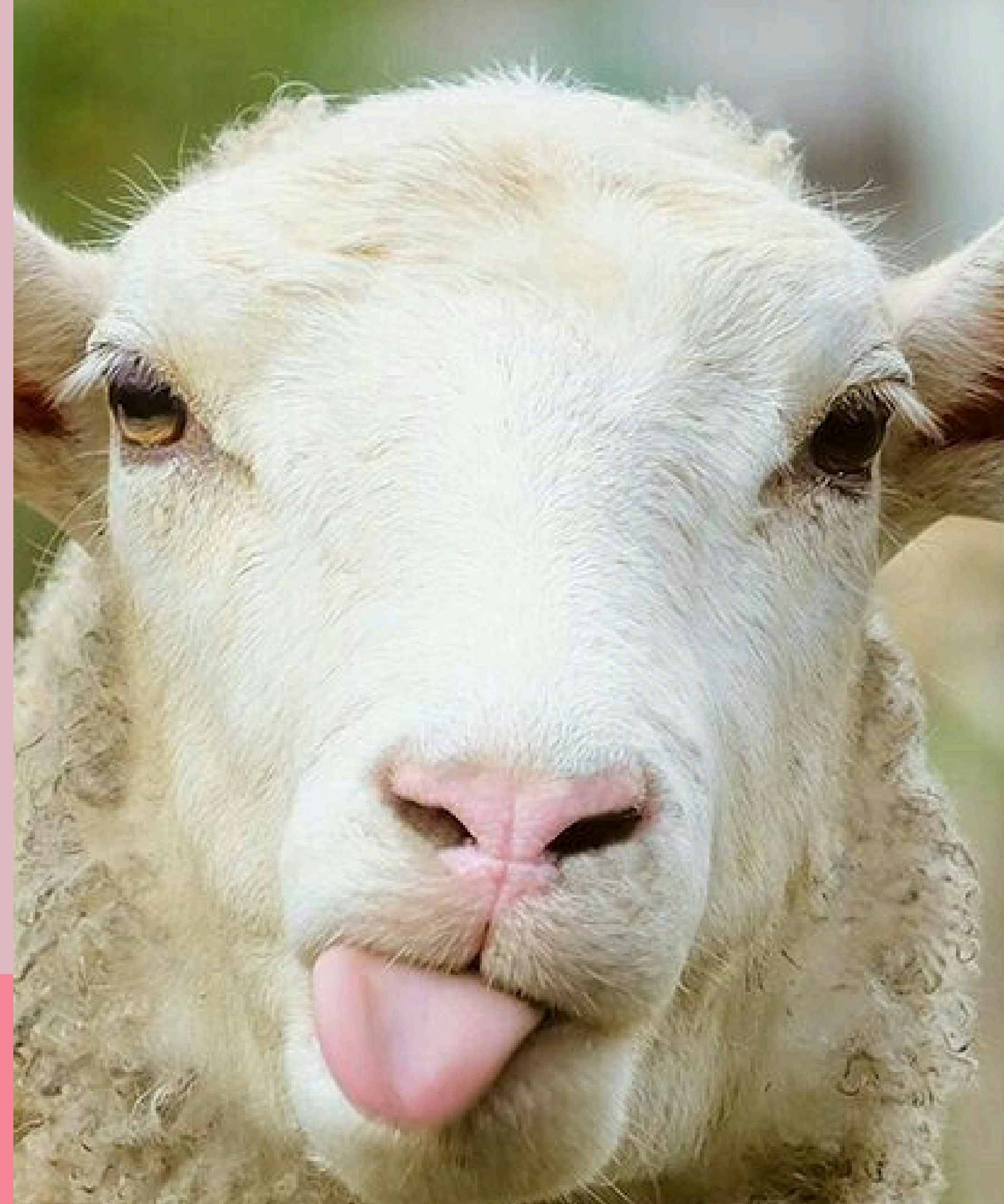
- Clothing made from organic cotton and recycled fibers;
- Wool-based products with low environmental impact;
- Simple, modern, and timeless designs.

All our products are designed to last and reduce waste.

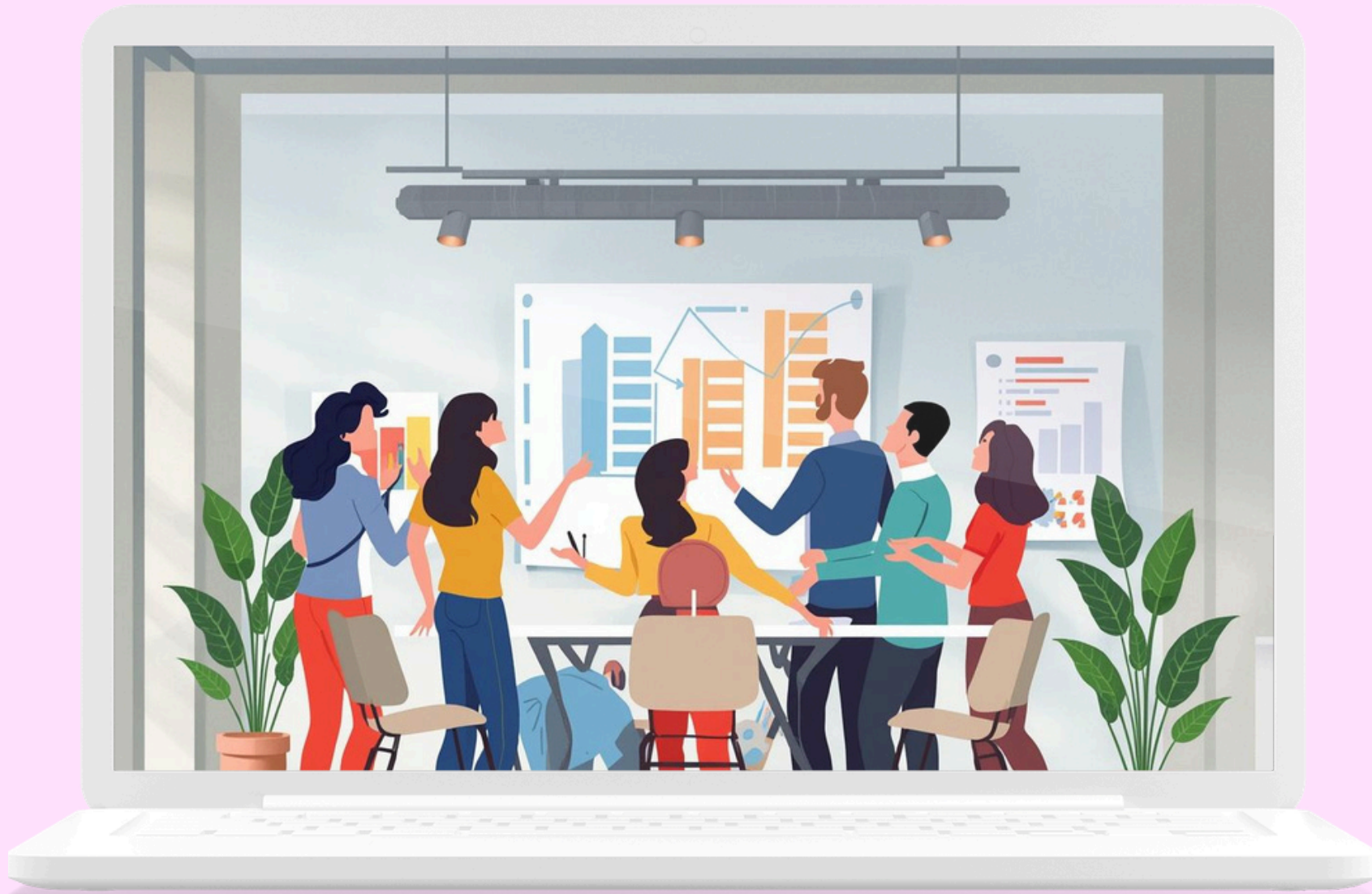


Eco-friendly

We carefully select sustainable materials such as organic cotton, recycled fabrics, and ethically sourced wool. Our production process minimizes water consumption, pollution, and waste.



How we promote us



Ecolana promotes its brand through social media such as Instagram. We also have our own website, where customers can discover our products and values.

In addition, we created a promotional advertising spot to spread our message about sustainable fashion.

TEXTILE 101

NATURAL vs. SYNTHETIC FIBERS

– WHAT'S THE REAL DIFFERENCE?



NATURAL FIBERS

e.g., Cotton, Wool, Linen

Source

- Plant or animal, based
- Breathable, soft, skin-friendly

Performance

- Moisture-absorbing, less durable

Applications

- Casualwear, bedding, heritage textiles



SYNTHETIC FIBERS

e.g. Polyester, Nylon, Spandex

Source

- Chemically engineered from petroleum
- Smooth, resilient, stretchy

Performance

- Strong, wrinkle-resistant, quick-drying

Applications

- Sportswear, workwear, industrial fabrics



Why choose Ecolana

- Environmentally friendly products
- Ethical and responsible production
- Modern and minimalist design
- Strong focus on sustainability education



Ecolana represents a new way of thinking about fashion. Through our simulated company, we want to show that even small businesses can make a positive impact on the environment and inspire change.