

東隅 MIAMI

**EAST, MIAMI EXPANDS SUSTAINABILITY EFFORTS & PARTNERS WITH  
ISTITUTO MARANGONI TO CELEBRATE EARTH MONTH**

*Students At Istituto Marangoni Create Garments Out Of Recycled Linens*



Additional Images Available Upon Request

**Miami, FL (March 19, 2019)** - EAST, Miami has partnered with Istituto Marangoni - Miami, a leading international fashion school located in Miami's Design District, to create a sustainable fashion installation in celebration of Earth Month. By donating recycled bed sheets, laundry bags, pillow cases, robes and toiletry kits that will be repurposed to create signature looks by the School's students, EAST, Miami together with Marangoni will shine a spotlight on eco-friendly fashion and its sustainable practices.

Inspired by the hotel's Hong Kong and Asian roots, EAST, Miami will present the completed sustainably-powered pieces in the hotel's lobby throughout the month of April, allowing viewing access to guests as well as the local community. The environmentally friendly celebration will continue with a cocktail reception at Domain, the hotel's lobby café and bar, on Wednesday, April 10 from 7-9PM.

"Our partnership with Istituto Marangoni - Miami further reinforces EAST, Miami and Swire Hotels' commitment to implementing innovative and sustainable programming," says Vice President of Swire Hotels USA and General Manager of EAST, Miami, Giovanni Beretta. "We look forward to seeing what these future leaders in the design industry create." adds Beretta.

A forerunner in green corporate responsibility and sustainable hospitality, EAST, Miami integrates environmental considerations into each project it launches, from the hotel's paperless approach and in-room lighting automation, to the Climate Ribbon at its outdoor pool and deck area which captures trade winds from the ocean to bring a natural breeze into the property.

"Each Marangoni institute has its own DNA and our Miami campus focuses on sustainable fashion," says Massimo Casagrande, Director of Education. "We incorporate the concept of sustainable fashion into our curriculum by being extremely careful with material waste, avoiding the use of polyester and plastic, supporting eco-friendly materials and challenging our students to create upcycled projects. We are grateful that EAST, Miami is giving us the platform to showcase our work."

Istituto Marangoni is the leading Italian fashion, art and design school, whose tenth location and first US outpost is located in the Design District. The prestigious school is known for its high academic standards and unparalleled education model that has helped in creating some of the biggest names in the industry and continues to shape fashion trends around the globe.

April will be the official launch of the sustainable fashion partnership, with future installations and programming anticipated throughout 2019. For additional information and to attend the sustainable fashion cocktail reception at EAST, Miami on April 10th, please email [RSVP@Workshopcollective.com](mailto:RSVP@Workshopcollective.com).

### **Media Contact**

Kyrsten Cazas: [Kyrsten@workshopcollective.com](mailto:Kyrsten@workshopcollective.com)

Maria Valcarce: [Maria@workshopcollective.com](mailto:Maria@workshopcollective.com)

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### **EAST, Miami**

EAST, Miami is Swire Hotels' first venture into North America, following the openings of EAST in Hong Kong and Beijing. Created for unconventional travelers looking for a fun and relaxing place to stay, EAST, Miami offers distinctive experiences for those seeking innovation, style, and personalized service. EAST, Miami offers 352 guest rooms to include eight suites and 89 one, two and three-bedroom residence suites (fully equipped apartments with kitchen, laundry facilities and full access to the amenities and services of the hotel). Guests can expect keyless entry, paperless check-in and check-out, a native App with locally curated insights and travel tips, art exhibits, health and wellness programming and array of other happenings to make them feel totally at EAST. The hotel boasts its signature restaurant Quinto La Huella; a poolside bar & lounge and a rooftop destination bar called Sugar; 20,000 square-feet of meeting and banquet rooms with bay and city views; a 20,000 square-foot outdoor pool and deck (with four different pools) which can be used for private events; a lobby café and bar, Domain, and a 24-hour fitness center. Located at 788 Brickell Plaza, Miami, Florida 33131, the hotel is centrally located within a 15-minute drive from the Miami International Airport, and situated on top of Brickell City Centre – conveniently connected to popular districts such as Wynwood, the Design District, and South Beach.

### **Istituto Marangoni**

Istituto Marangoni was founded in Milan in 1935, and opened its first U.S. campus in Miami due to its unexplored opportunities and accessibility to tap into undiscovered talents which makes the

city a real blueprint for the future of fashion. The academic curricula in Miami follows teaching methods that Istituto Marangoni has been strengthening for more than 80 years. The school, which offers Associates, BA and Masters Programs, is anchored by values of 'Made in Italy' but also blends with the city's unique cultural elements, such as the local emphasis on sustainability and innovation. This includes integrating forward-thinking and sustainable practices into the course programming and looking at Miami's commitment to resilience to shape the overall DNA of the campus. Istituto Marangoni also upholds the brand's own international imprint of 'Italianness,' which seeks to contextualize theoretical teachings in a way that promotes creative platforms and potential opportunities for students and alumni.