



MADE IN ITALY / SUSTAINABILITY

Footwear companies celebrate the planet

For Earth Day, Diadora, Yatay and Docksteps launch products and collaborations with environmental protection organisations

Earth Day is celebrated on the 22nd of April, it honours the life and beauty of the planet and has been promoting peace since 1970. Today, it is synonymous with environmental protection and sustainability, values that need to be defended in the world of fashion, too. Although for the fashion industry, sustainability is becoming – not without its difficulties – a daily challenge and commitment, in order to celebrate an event that mobilises around a billion people around the world, brands and companies have busied themselves making new products and eco-friendly capsule collections. They have also been starting collaborations with international organisations committed to protecting the environment.

Diadora Utility, a footwear and workwear brand, presents **Glove Eco**, the green version of the 'Utility' shoe. It is the result of intense research and innovation by the Venetian company, which tested recycled materials and eco-friendly substances and dyes in its laboratories for a year. These results have meant that the company was awarded the Ecovadis Gold Medal and reached the top 5% of performers with respect to sustainability. For this exclusive model, for whose first limited edition 6,000 pairs will be produced in Caerano di San Marco (TV). Each component – from the tread to the laces, from the upper to the seams, and even to the dyes used – has been designed with the aim of reducing environmental impact and, consequently, increasing the sustainability of the supply chain, without compromising the performance of the shoe and its durability. All the fabrics that make up the Glove Eco are from recycled R-PET polyester, while the upper leather is free of PFAS, pollutants with long-term consequences for both the environment and for people's health. The sole and midsole are made in part with recycled materials, the aluminium toecap and the anti-perforation insert have been produced using either recycled materials or ones from production waste. The same goes for packaging, which is made with paper from FSC-certified recycled and recovered material. On the occasion of the launch of Glove Eco, Utility launched a partnership project with the international environmental protection organisation WeForest, to repopulate the Brazilian Atlantic Forest, one of the earth's 'lungs' and a wonder of biodiversity, and to support local communities. For every pair of Glove Ecos that is purchased, Utility and WeForest have vowed to safeguard a tree with the aim of reaching 6,000 trees by the end of the year.



Diadora – Glove ECO

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