

ABOUT US

As a laboratory devoted to the research on product, it invites people to reflect on its own attitude of criticism to consumption in the questionable range of luxury goods. It questions itself on the meaning of expressions such as “ethical” consumption and "sustainable" consumption, on what choices could rise from an evolved and conscious individual, inevitably committed to consumption but nevertheless concerned about a proportional waste reduction

MADE IN ITALY

All our products are made in Italy in order to safeguard the heritage of the craftsmanship and to assure the shortest supply chain. All laboratories who work for asap ensure compliance with international laws on workers' rights.

PROJECTS

100% natural:

Precious natural fibres (yak, camel, cashmere, silk and linen), not subjected to a dyeing process. Low environmental impact project.

NATURAL DYE CASHMERE

Cashmere products dyed with natural elements such as flowers, leaves, berries and roots using no chemicals additives. Bio-degradable and hypoallergenic

PLACEMENT

Milano

Paris