



REDA

FROM SHEEP TO SHOP

REDA INTRODUCTION



Reda Group began as a revered Italian wool mill, established in 1865 by entrepreneur Carlo Reda. Located in the historic Biella region, the mill was carried forward by Carlo's son Giovanni until 1919 when it was acquired by the Botto Poala brothers.

Today, Reda is a proud institution in the international textile industry. This family business proudly celebrates its history while growing demand for its fabrics through continual innovation and sustainability achievements. In 2020 Reda affirmed its dedication to the environment and people by achieving B Corp certification, joining a global movement of companies that uphold high standards of social and environmental responsibility.

Reda's production is divided across three lines: *Reda 1865* (classic fabrics), *Reda Active* (technical sportswear) and *Reda Flexo* (using ROICA™ V550 polymer). It is one of the few textile companies in the world that manages every stage of its entire production chain, from farms right through to finished fabric.

The company bought its first New Zealand farm, Otamatapaio, in 1993 and has since acquired Rugged Ridges, Glenburn and Glenrock for a total of approximately 32,000 hectares.

Rewoolution is Reda Group's completed garment activewear line, its collections are designed for serious athletes, mountain lovers and outdoor enthusiasts. All the fabrics used are *Reda Active* (technical sportswear).



OVERVIEW: FROM SHEEP TO SHOP PROJECT



GOAL

To Grow and Reinforce the relationship between Reda Group and the global wool growers' community to create young, highly knowledgeable, wool ambassadors for the future.

TARGET

(who can apply)Any individual, aged between 18 and 30 years, who has a strong desire to work in global fashion or apparel brands and advocate the use of wool. Some Italian would be helpful.

PROJECT OVERVIEW

Six month internship covering nine modules of skills and learning. The first two weeks will be in New Zealand with The New Zealand Merino Company and on ZQ-certified farms. The remainder of the time will be managed by Reda through in-class modules and on-site mentorship in the Production departments, Lanieri, Tailor and Rewoolution Divisions.





MODULE 0

Contents:

Farming and wool production and supply

13-24 Jan 2025 - Module 0 in NZ

2 weeks based in Christchurch, NZ before leaving for Italy

25 Jan 2025 – candidate leaves for Italy

- Overview of sheep farming practices, farm visits, deep dive into wool brokering and how the NZM and Reda model works.
- On-farm visits with Reda farms
- Shearing and classing
- Wool store and wool testing (a visit to NZWTA)
- NZM and our role in the industry
- Wool brokering and sales models (contracts, auctions, commercial)
- On-farm standards and traceability
- Engagement with industry groups and aligned businesses

IN-CLASS MODULES



MODULE 1

Contents:

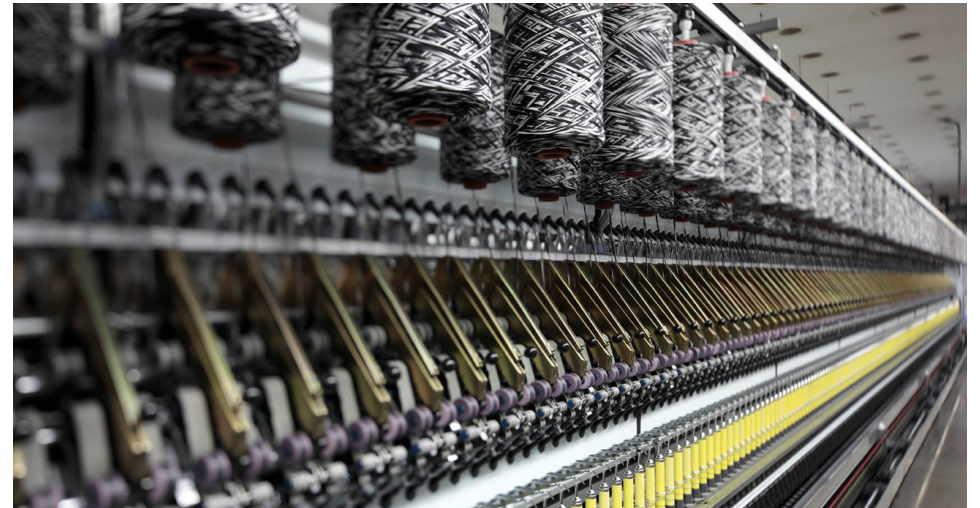
- Company presentation and woolen mill visit
- Sourcing, farms, wool market and purchase cycle
- Combing, tops' creation and Romagnano combing mill visit



MODULE 2

Contents:

- Dyeing
- Spinning
- Twisting
- Sustainability and Certifications
- Sales department
- Customer support

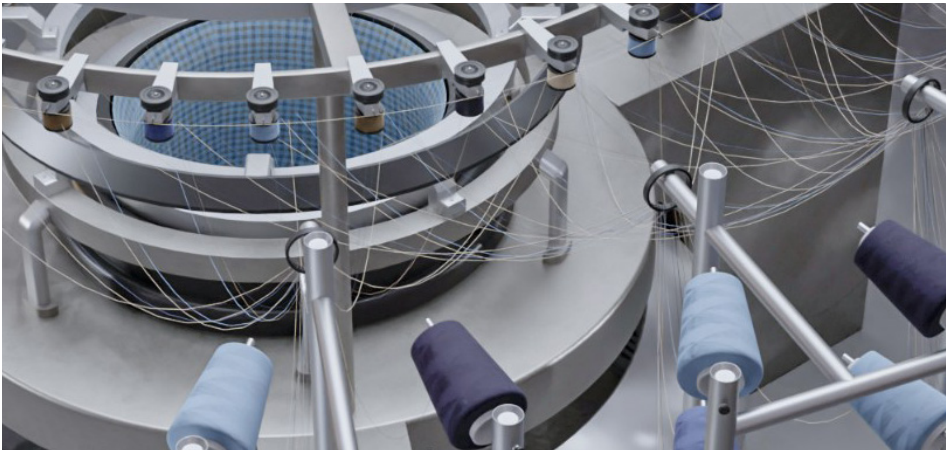




MODULE 3

Contents:

- Product design
- Warping
- Weaving
- Mending



MODULE 4

Contents:

- Finishing
- Final quality control
- Supply chain
- IT
- R&D
- Maintenance & Energy





MODULE 5

Contents:

- Finance
- Marketing & Communications
- HR & Organisation
- Project kick-off



MODULE 6

Contents:

Lanieri

- Product & Merchandising
- Atelier
- Buying & Logistics
- Marketing



IN-CLASS MODULES



MODULE 7

Contents:

Rewoolution

- Production & Product
- Collection Development
- Sales & E-Commerce
- Marketing



MODULE 8

Contents:

Tailoor

- Tailoor concept
- 3D Development
- Project Management
- Marketing



ON-SITE SHADOWING



The interns will spend time with production teams in different departments:

DYEING



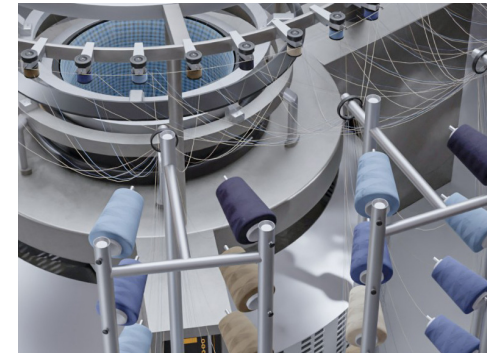
SPINNING



TWISTING



WEAVING



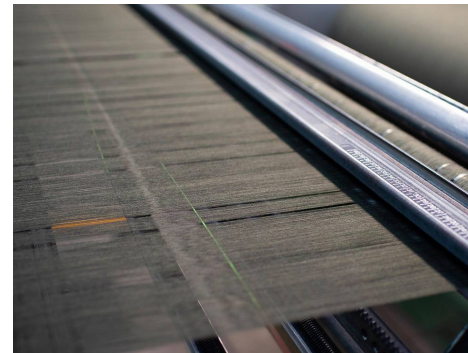
MENDING



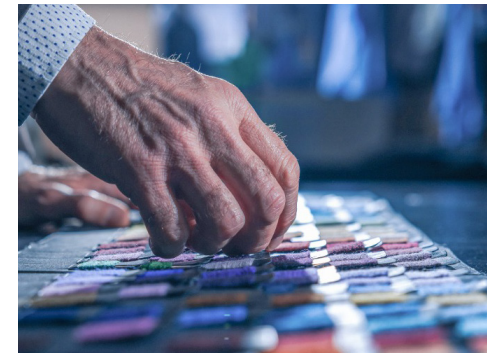
FINISHING



QUALITY CONTROL



PRODUCT DESIGN



COSTS



The internship program will cover the following costs:

- 600 euros monthly expenses reimbursement
- 400 euros monthly as housing settlement (apartment with two rooms, to share with other candidate)
- Daily lunch c/o Reda restaurant (Crocemosso plant)
- Insurance for the entire period of internship (this insurance will be valid only during the hours spent in the Company or travelling for the Company (ex. visit to Milano Unica))
- Return economy flights to Italy
- Flights and accommodation associated with Module 'O'
- Flights associated with the internship in Italy to tradeshows etc.
- Visa application support only, not costs

The candidate will cover the following costs:

- Buying or renting a car for the full period, can share with Australian candidate
- Food (breakfast and dinner)
- Personal travel insurance, when not at Reda
- Personal travel in the weekends
- Costs associated with leaving the internship early
- Italian visa
- International driver's licence



REDA