



210 Eleventh Avenue, Suite 502 | New York, New York 10001 | [www.Moleskine.com](http://www.Moleskine.com)

**FOR IMMEDIATE RELEASE:**

**MOLESKINE x REDO Limited-Edition Repurposed One-of-a-Kind Backpacks**

New York, NY (August 16, 2023) - Moleskine x REDO backpacks are made from repurposed stock, with materials reimagined to create a series of one-of-a-kind designs. Launching on September 6<sup>th</sup> exclusively in Moleskine retail boutiques.

In line with REDO's sustainability ethos, every Moleskine x REDO bag is made in Italy using reclaimed Moleskine stock. Each backpack is stitched from repurposed bags which come to life in a series of one-of-a-kind designs. These exclusive upcycled bags are handmade by socially disadvantaged workers to support their growth and help them take up a career through talent and creativity. Moleskine and REDO Upcycling firmly believe in creativity as a key driver of positive change in the world.

Each of these unique one-of-a-kind backpacks are numbered. Only 100 of the 500 backpacks created will be sold within US Moleskine's Boutiques at \$200. For more information, go to [www.moleskine.com](http://www.moleskine.com) to locate your nearest [Moleskine Boutique](#).

*"Rooted in the belief that creativity ignites positive change, REDO Upcycling empowers socially disadvantaged artisans through skillful craftsmanship. Every stitch tells a story of growth, every seam a testament to their potential. At the heart of this synergy lies sustainability—a commitment to the planet and its people. Each Moleskine x REDO bag is meticulously handcrafted in Italy, breathing new life into reclaimed Moleskine stock."* says **Giuseppe Rizzo, President of Moleskine America.**

**Photos:** [REDO Collection](#)

**About Moleskine:**

At Moleskine, we believe in the timeless power of handwriting as an essential expression of human civilization, a powerful act to unleash the human genius and foster the development and sharing of literacy and knowledge. In a fast-paced technological era, we proudly celebrate the artistry of the human touch; the enduring pleasure of putting pen to paper to unleash your unique voice. We celebrate the solemn, thoughtful, and meditative gesture of the pen gliding across a blank page; the romance of crafting a personal story and to record a lifelong memory and leave a distinguished mark in all its unique beauty. Handwriting is both universal and deeply personal. It's a thoughtful way to express your true self and connect to others in a very intimate yet universally accessible way. PUT PEN TO PAPER AND UNLEASH YOUR UNIQUE VOICE.

**About REDO:**

REDO upcycling was born in Trento in 2014 with the aim of enhancing sustainable production. Since then, REDO has created fashion accessories and design furniture using recycled material. All REDO items are made in Trentino in the laboratories of the cooperative A.L.P.I. Materials are provided by companies, associations and people who support our idea of a circular economy.

**For Additional Information:**

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