

Press Release | English (also available in DE, FR, IT)



Purest's advertising campaign "Himalayan Craftsmanship, Locarno Glamour" developed for the 77th edition of the Locarno Film Festival.

Purest Celebrates a Decade of Partnership with the Locarno Film Festival

Lugano, Switzerland – July 17th, 2024 – Purest, the fashion and lifestyle brand based in Lugano, is proud to celebrate ten years of partnership with the prestigious Locarno Film Festival. As the official provider of gifts for celebrities and prize winners, Purest has gracefully added a touch of glamour and elegance to the festival experience for these distinguished guests.

This milestone marks a decade of collaboration that exemplifies the longstanding tradition of synergy between fashion houses, film festivals, and celebrities. "We are honored to support the main festival of auteur cinema, celebrating artistic excellence and innovation, both of us being based in Ticino," says **Patrick Garbini, Founder and CEO of Purest**. "For ten incredible years, we've shared a journey filled with creativity, passion, and a mutual love for art and beauty. This partnership is not just a business arrangement; it is a celebration of our shared values and commitment to excellence".

A Decade of Excellence and Collaboration

Throughout these ten years, Purest has not only contributed to the Locarno Film Festival but has also been a key partner for the most luxurious and renowned brands, especially in the luxury watchmaking and jewelry sectors, many of them based in Switzerland, in developing their exclusive collection of cashmere accessories. We are proud that many of the celebrities visiting Locarno during the past ten years cherish a precious cashmere accessory from Purest.

Our collections, designed by renowned **Creative Director Saverio Palatella** in Milan for the most discerning clients, reflect the same dedication to quality and elegance that we bring to our festival collaboration. Partnering with the Locarno Film Festival is a natural extension of our commitment to excellence and luxury. **Raphaël Brunschwig, Managing Director of the Locarno Film Festival**, on our partnership anniversary: “Purest has been an invaluable partner over the past decade, enriching the festival experience with their exquisite craftsmanship and unwavering dedication to excellence. We eagerly anticipate many more years of this fruitful collaboration.”

This partnership offers Purest a unique opportunity to invite its most valued clients and partners to an exclusive festival program, delivering an unparalleled cultural experience in the heart of Ticino and celebrating mutual loyalty and achievements.

Sustainability at the Core

Purest's commitment to sustainability aligns seamlessly with Locarno's green initiatives, reflecting a shared vision for a sustainable future. Both organizations take pride in their eco-friendly practices, as detailed in Purest's recently published **Green Book**, which ensures a reduced environmental impact. Purest is committed to achieving carbon neutrality by the end of 2025 and has made significant progress towards this goal. Last year, in collaboration with reforestation initiatives, we planted 26,000 trees to combat climate change. Additionally, we've implemented a pioneering wastewater filtration system in our dyeing facility in Nepal, developed in partnership with a spin-off from ETH Zurich. These are just two examples of our dedication to sustainable production. For more information about our impactful sustainability measures, visit www.purest.com/sustainability .

As we look forward to the future, Purest remains committed to continuing this journey of excellence, sustainability, and cultural enrichment with the Locarno Film Festival.

For more insights, interviews, and photographs about our collections:

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About Purest

Purest is a premier fashion and lifestyle brand renowned for its luxurious cashmere shawls, blankets, travel sets, and bespoke collections produced for the most prestigious luxury brands in Switzerland and abroad, mainly in the segments watches and jewellery, hospitality and business aviation. Located in Lugano, Switzerland, Purest is a family-owned company that blends elegance and sustainability, offering timeless pieces crafted from the highest quality materials.

Our cashmere is sourced in our atelier in the Kathmandu Valley, where skilled artisans meticulously handcraft each item, ensuring unparalleled quality and sustainability. Founded by the Swiss entrepreneur **Patrick Garbini**, whose passion for blending traditional craftsmanship with modern design has driven Purest to become a trusted name among discerning clients globally. We are also proud members of **Ticinomoda**, actively contributing to and benefiting from the development of the fashion sector in Ticino. We are on the way to reaching carbon neutrality by 2025, having planted 26,000 trees with our partner last year to mitigate climate change, and have implemented a pioneering and breakthrough innovation to filter wastewater in our dyeing facility in Nepal.

For more information, visit www.purest.com

About the Locarno Film Festival

For eight decades, the Locarno Film Festival has been at the forefront of the international festival circuit, premiering films by both established auteurs and rapidly rising talents. Nestled among the Swiss Alps and facing out onto the majestic Lake Maggiore, the city of Locarno is transformed for eleven days each August into the world capital of auteur cinema. Films can be enjoyed in the calm and concentration of a theater or out in the open air under the stars on the Piazza Grande, the spectacular outdoor cinema that accommodates an audience of up to 8,000 public spectators a night, considered one of the largest such spaces in the world.

For more information, visit www.locarnofestival.ch

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