

Simone Frabboni

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Simone Frabboni's products helps planting trees around the world

The contemporary jewelry brand Simone Frabboni has always been producing jewels with a green soul.

Slow-wood from Italian hills, eco-resins, handycraft production in a familiar workshop, [Simone and Roberta](#), the two founders, have just started a new collaboration that goes further in the travel for sustainability.

The brand now collaborates with OneTreePlanted, a non profit organization that help planting one tree for each product that they sell.

The system is simple: for each product sold by Simone Frabboni 1 dollar is donate to OneTreePlanted.

With 1 dollar the organization is able to plant one tree.

There are many projects around the world to chose for the donations, that are developed in areas where forests and local communities has been damaged by human or natural disasters.

The work that they do is not only about tree planting, but these activities also raise awareness about thei importance of forests and biodiversity, follow up the plantations and help resilience of these territories.

The collaboration is presented for the first time At Maison et Objet 2019.

More info at

Simone Frabboni:

<https://simonefrabboni.com/we-contribute-to-global-reforestation/>

and

OneTreePlanted:

<https://onetreepanted.org/pages/about-us>

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