

Sustainable Practices in The Fashion Industry

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Sustainable practices have been a major topic in the fashion industry, specifically the textile industry, in most recent years. Many practices are having a negative affect in our environment. Global warming, polluted water, and heavy use of chemicals. We do only have on earth that we live on and we should care for it more. Some designers and companies have made their efforts in eliminating waste and becoming more green.

I will be comparing two companies and their practices, that have noted the issues in the textile industry around us and have made efforts to change some of these serious issues. The first company I will be discussing focuses on turning citrus waste from oranges into sustainable fabrics. It started with two girls from Italy, Adriana Santanocito who was the designer and Enrica Arena the marketer.

They extracted cellous from citrus juice by- product, with the main goal in mind to create a high quality fabric that can be used in luxury markets. The two women wanted to stay true to their Italian roots, because Italy is known for having some of the finest fabrics and leathers. However, remaining true to their Italian roots they wanted a change, it is know that about seven hundred thousand tons of waste per year was alone on citrus waste. They had a goal of saving water, land, fertilizers, and environmental pollution. The founders were very excited introducing the concept of vitamin enriched textiles in February 2014. The orange fiber was a true success, giving of satin, lace, and silk, looks and feels. The fabrics can be dyed and colored like

traditional fabrics. Salvatore Ferragamo, a well known luxury brand was one of the first to acknowledge these textiles and put them into use in their collections.

The second company I will discuss is Due Di Latte an Italian based brand founded by Antonella Bellina. They focus on using expired milk to create their fabrics. They heat the milk to about fifty degrees and extract the casein from it. The fiber gives off a cotton like feel after the material is spun in a spinner. About less than one liter of water is used to make one kilo of milk fiber. Water waste and pollution is a huge issue in this industry. The brand focuses on making t-shirts, baby clothes, and sweaters, hoping to expand into home goods such as bedding and other areas in the future. This fiber is ideal for people with sensitive skin, as it uses no chemicals and is antibacterial. The shirts are known to be soft and breathable.

Both companies have a great mission in mind, to eliminate waste and be more eco friendly. Holding many similarities, both being Italian based brands, and not allowing resources go to waste but putting them into much better use. One chooses to work with oranges while the other chooses milk, both taking an interesting approach to the textile industry. However, the brand that focuses on citrus waste has a different market, as they focus on high end luxury fabrics. While Due Di Latte mostly focused on cotton like fabrics and not so much the luxury market. Both companies take pride in their product being beneficial not only for our environment but for one's own skin and health. As both have benefits for people with sensitive skin or who just wish to avoid harsh chemicals. Both brands have made amazing efforts over the years to become more green, hoping to inspire many others and to cause a sense of awareness. The world has so many natural and reusable resources that should be put into practice.

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