

# **Food Fashion**

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## Food Fashion

As the human world from a global viewpoint begins to see the effects their excessive ways of living has been gradually tampering with the natural make-up of our planet, alternative processes have been in the works to modify these activities and carry out sustainability for the environment. To reshape some of the pollution caused by the fashion industry, biosynthetic fibers have been making a buzz as an unorthodox yet adequate alternative to the textile waste from current manufacturing of products. One method of making these biodegradable polymers that's been discovered and evident of lasting potential is through waste of foods and liquids we consume. Two developing forms are through the experiments with milk and oranges.

Milk is a fluid achievable by the glands of mammals. The duo Antonella Bellina and Elisa Volpi, revived the use of a fabric established post-World War I in their brand DueDiLatte (Tralli, 2015). Although a waste, the remains from milk-making has a protein called casein that can be wearable (Tralli, 2015). It starts off with basic kitchen actions such as heating milk to more specific procedures of drying and grinding of the casein to a powder that gets spun until it becomes a cotton-like thread (TRT World, 2018). To have a strong ability to compete with popular clothing brands who offer various apparel categories and types of products; they are beginning to create a sustainable match. Fabric content and materials ranged to include denim, cotton, Micromodal, and rice (Tralli, 2015). Not only is the garments hypoallergenic but causes no harm to sensitive and/or delicate skin (Tralli, 2015). The company plans to extend product categories to bedding and even medical aids (Monteiro, 2019). The mission can be inferred that

DueDiLatte plans to assist with the restabilizing of our planet by providing a market of chemical-free necessity products that advocate the need for balance to be put back in our ecosystem.



Figure 1. A 100% milk t-shirt by DueDiLatte (2019).

On another side of fashion from foods, oranges have proven to be more than a delicious citrus fruit. Adriana Santanocito and Enrica Arena brought their specialties together to invent Orange Fibers (Impastato, 2020). The fabric comes from the pressing and processing of oranges to extract the cellulose from the fibers (Impastato, 2020). This is done with chemical reagents to be turned into yarn (Marchese, 2017). A hundred-thousand is not a number big enough to present the amount of orange waste that could be reused as an innovative and beneficial resource. It can blend well with other fabric materials such as organic silk (“The Story Behind Orange Fiber”, 2019). The textile in its purest form can be made glossy or opaque

depending on production needs, which shows some flexibility with this citrus fabric alternative (“CFDA – Orange Fiber”, 2016). The vitaminic essentials of its citric also enrich and nourish the skin (Impastato, 2020). In 2017 Salvatore Ferragamo became the first brand to use the twills on a collection of neck garments, shirts, trousers and dresses (Zargani, 2017). The future for Orange Fibers involves increasing its impact on environmental protection and transparency (“The Story Behind Orange Fiber”, 2019). Reusing waste to save what we must treasure is the vivid message of the company and this process.



Figure 2. A blouse made with Orange Fiber from Ferragamo’s Capsule Collection (2019).

From reading how two products of common consumption have the components of being used effectively down to its rind or spoiled states brings a fascination to the developments of sustainable products from the fashion industry. Comparing DueDiLatte's milk garments to Orange Fiber's textile of the same name, dairy can appear more sustainable. The milk can be produced from different origins giving it more time to be supplied. Since oranges are grown at peak times and seasons in different places, supply can be shortened at any time since it is prone to natural conflicts or economic unfairness. Both finish products appear to survive the wear-and-tear required of apparel, but as of now, milk apparel can mix with more resources to create a more extensive product line. The cost of production makes a challenge for the Orange Fibers company itself, which would also be a problem to mass consumers when it came down to expensive pricing ("The Story Behind Orange Fiber", 2019). With DueDiLatte, \$40 to \$60 can buy 100% natural clothing of high quality by the biological properties of milk (Morice, 2018). Dye processes is another issue confronted and solved by the company as blueberries, red onions, and even leftover coffee is applied to make prints (Morice, 2018). The clothing contains not only earth-friendly qualities potential for a long-term duration.



Figure 3. DueDiLatte top with butterfly prints (2015).

If one had to put the companies and their processes in a fashion classification, DueDiLatte and Orange Fibers would both be examples of sustainable Ready-to-Wear, but of different target markets. Orange Fibers would be subconsciously labeled as products for wealthy persons, being of no value to poor and working classes who would simply be unable to afford it. DueDiLatte has the potentials of being a mass-consumer brand if the ancient mystery behind its process is exposed and passed on to different regions thus expanding its reach and truly impacting both the economy and ecosystem. If both companies were to upscale, Orange Fibers would initially be capable of handling large output due to some manufacturing processes already accessible to mature it. As for DueDiLatte, machinery and/or other resources would also need investments to complete the conversions and transformations briefly described for the entire make-up of the textile and be made at a steady and fulfilling pace.

In conclusion, work remains as innovations continue in the quest to regaining equilibrium in our living space. DueDiLatte and Orange Fibers help to demonstrate how milks and oranges are proactive sustainable materials that are favorable to more than ever anticipated.

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