



STELLA MCCARTNEY

Kering Award for Sustainable Fashion

*Environmental Management / Community Empowerment
/ Technological Innovation*

I.D. Laura Manrique Martínez
MA Fashion Design Management
2015

The Project

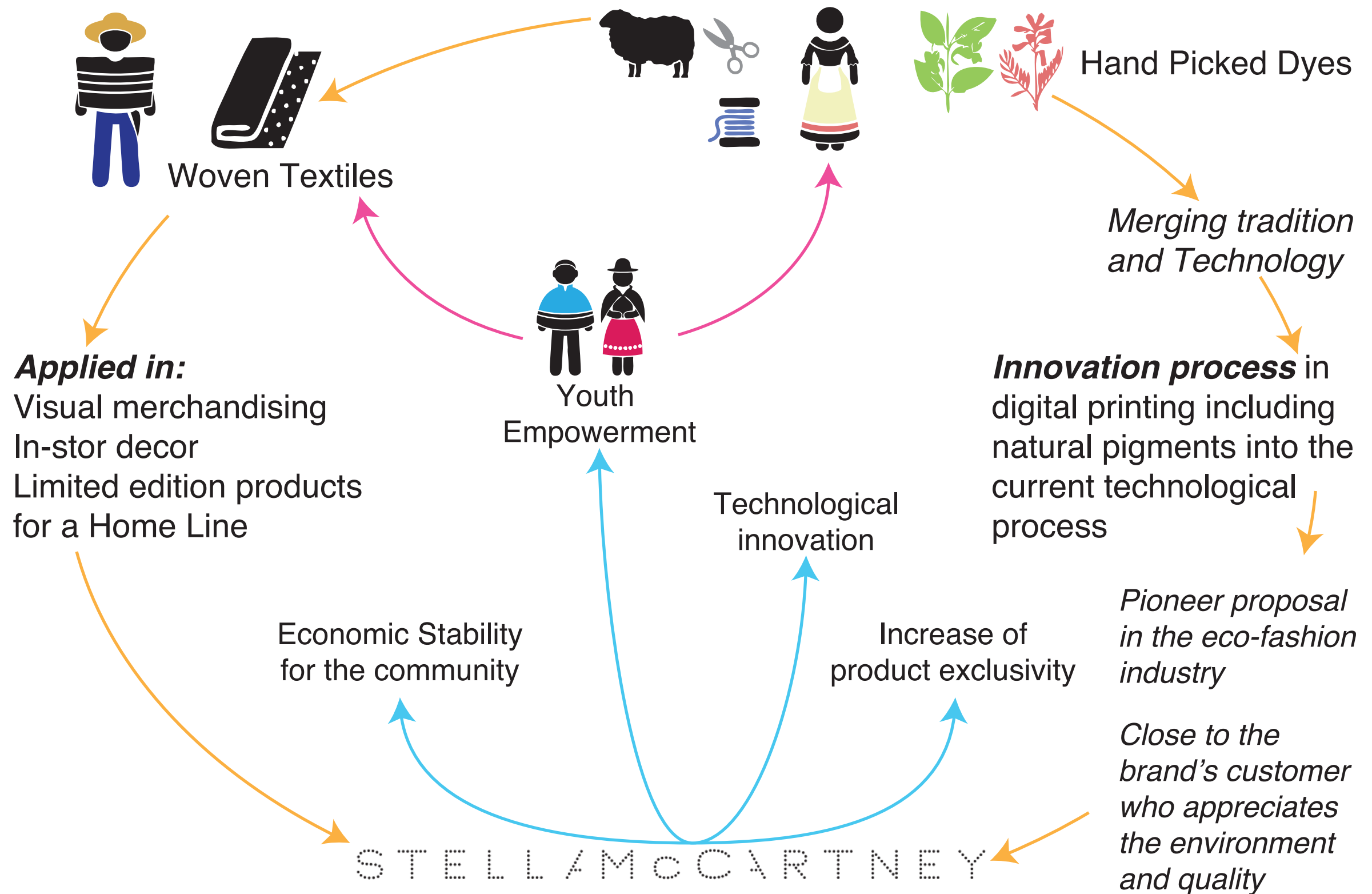
- Initiative for responsible sourcing and Technological application of natural dyes and woven textiles to empower development of rural communities in Central Andean Colombia and preserve age-old craftsmanship.



Aim

- This project aspires to link ancient old textile traditions of central andean Colombia with current fashion industry processes (Printing and Sourcing) while preserving craftsmanship and empowering technological innovation to reduce environmental impact.

Project Cycle



Tradition + Industry

Natural pigments + Digital Printing

- Replacing petrochemical dyes decreases environmental impact and promotes better production practices.
- The ink-jet digital printing process
 - most efficient printing process in comparison with others.
 - Radical innovation for the textile and fashion industries.

Tradition + Industry

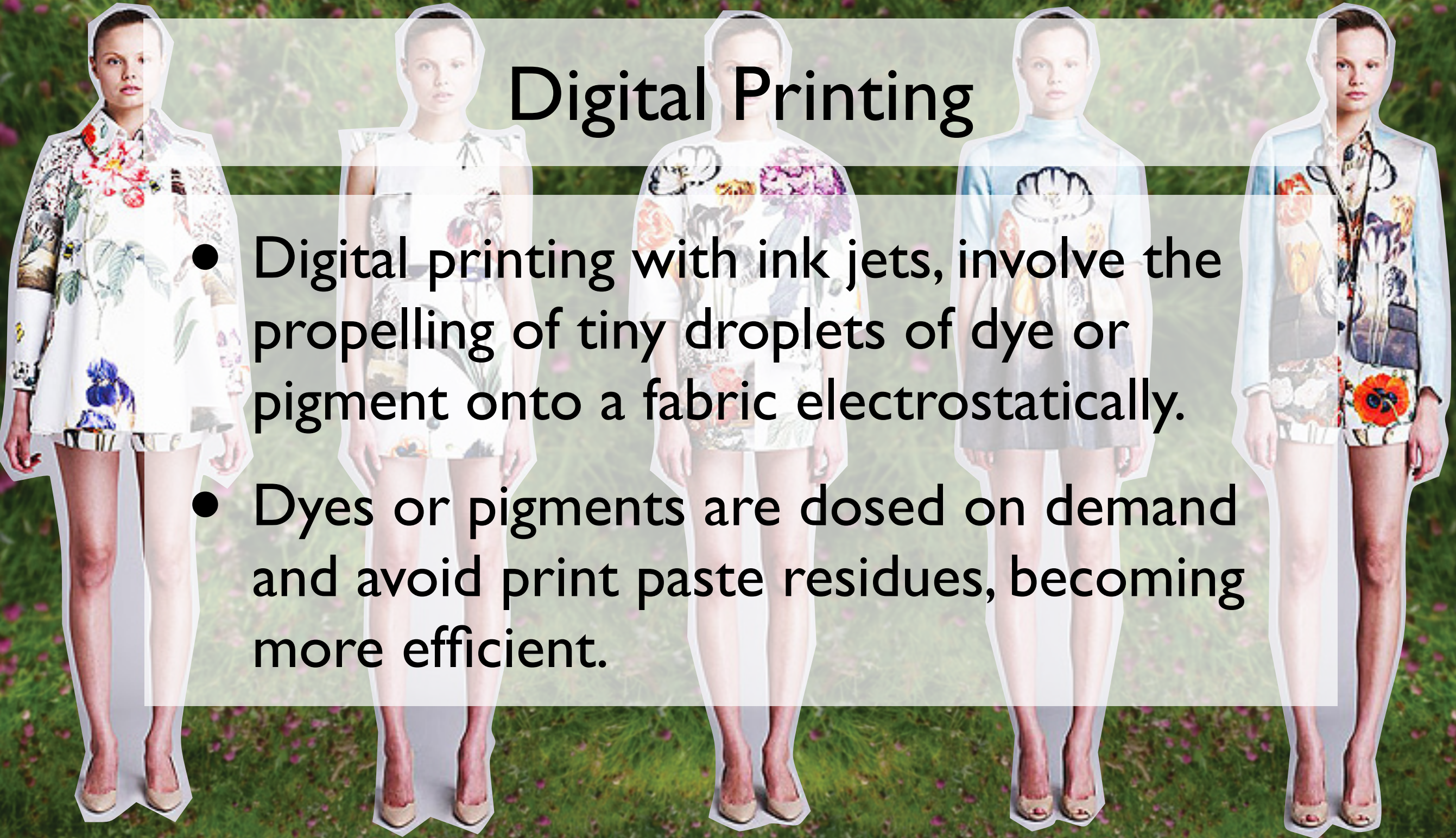
Natural pigments

- Subtle colour variations highlight the exclusivity, uniqueness and beauty of a luxury piece.
- The beauty of the garment growing with its client arises.

Tradition + Industry

Digital Printing

- Digital printing with ink jets, involve the propelling of tiny droplets of dye or pigment onto a fabric electrostatically.
- Dyes or pigments are dosed on demand and avoid print paste residues, becoming more efficient.

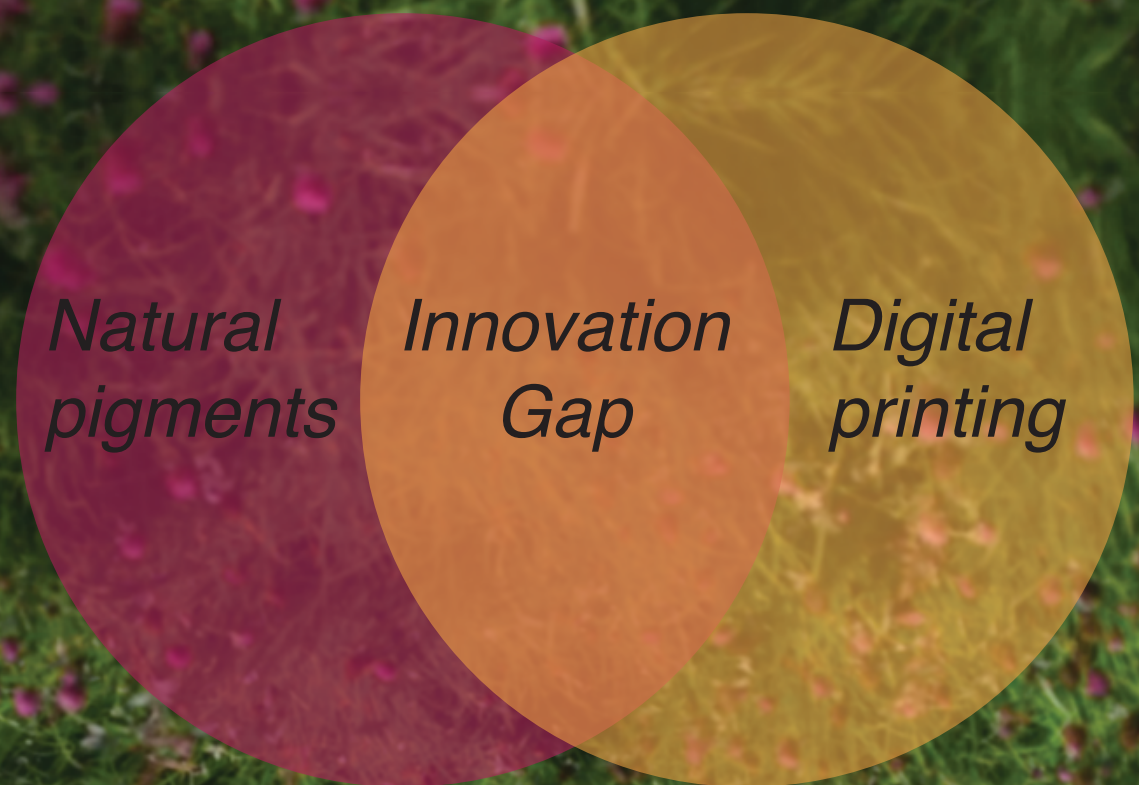


Tradition + Industry

Digital Printing

- To develop a water based solvent and mordent, and natural pigments as ink.
- Introducing “the beauty of growing with the client”, related to the subtle changes natural dyes give over time. (Uniqueness).
- the offer of digital printing with natural pigments as a novelty will generate higher attention

Venn Diagram



Tradition + Industry

Woven Textiles

- Linking all the community.
- “Stella Life Style” - A piece of Nature in harmony with our home.
- In-Store application to furniture, upholstery and visual merchandising.
- Freedom of design in Production.



Business

Trade relations / Expansion / Regulations

- Free Trade Agreement (2013)
- 25.5% of Colombian exports in the textile industry enter to Italy (prime materials)
- Of the Colombian Artisans working on woven techniques and dyes 20% of them are based in the Central Andean Region
- Institutionalized regulations and quality seal checks.



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