



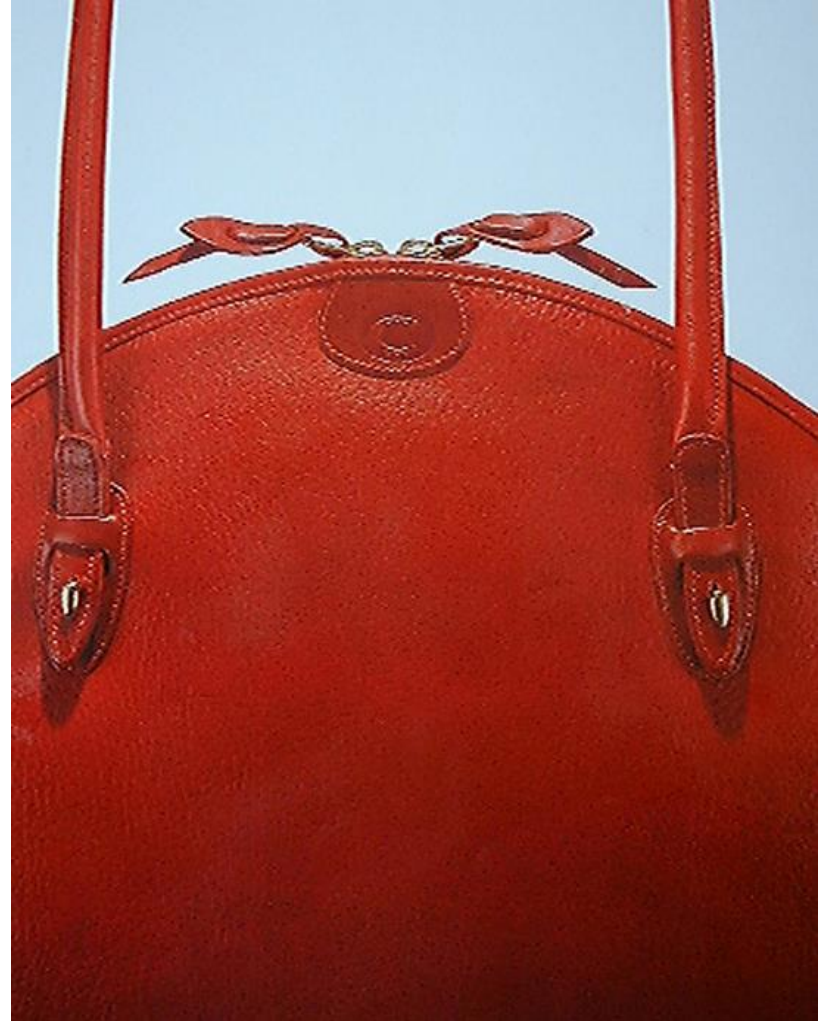
From materials to system change

Dr Carmen Hijosa

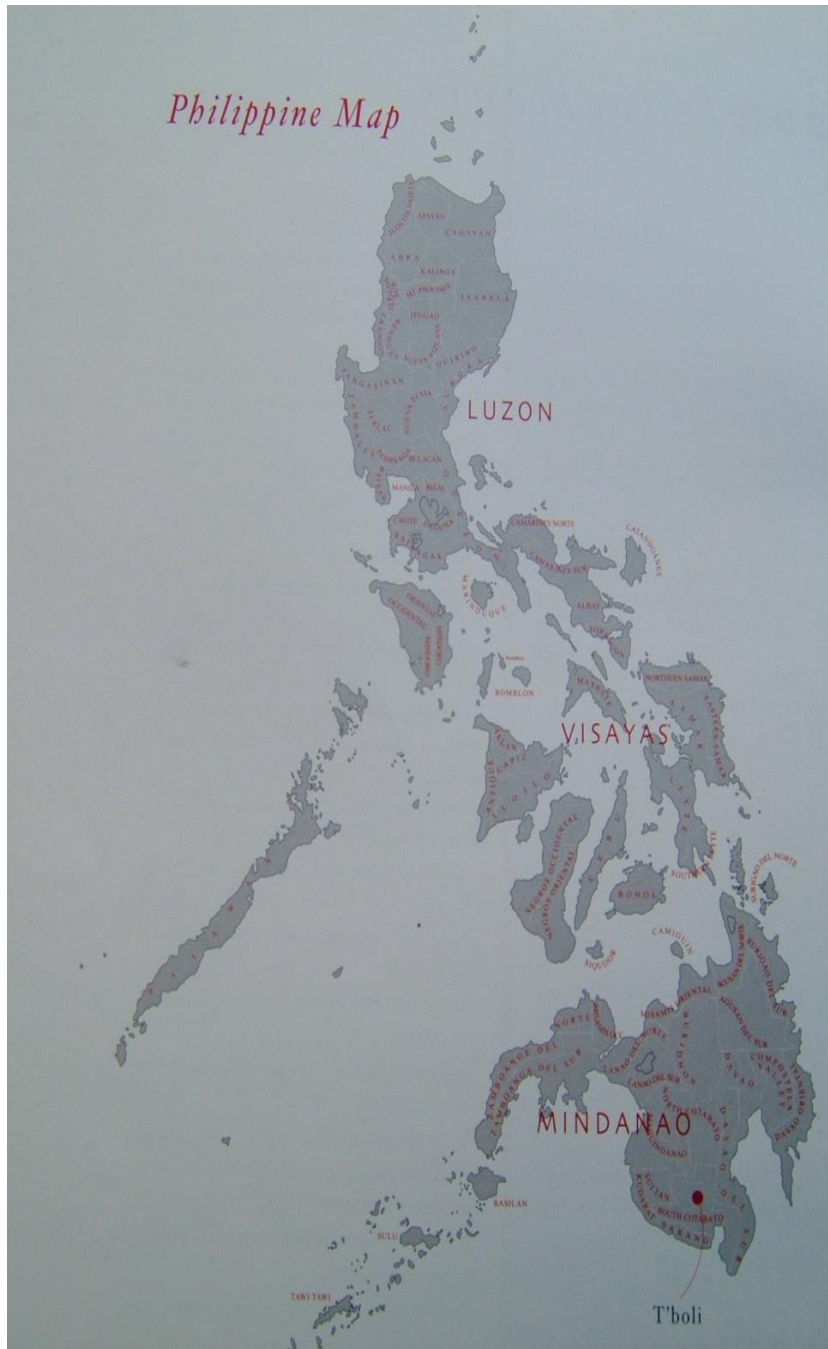
ananas anam

World Forum, Lille
October 2018

The Journey



Ireland 1980's 1990's









© Carmen Hijosa 2001



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First public presentation





 PIÑATEX

ananas anam
New materials for a new world



an innovative, patented,
ethically produced textile
that works to the values of
a circular economy.



/ a

NEW MATERIAL

making waves
in fashion
and
textiles

/ an
***UNSUSTAINABLE
INDUSTRY***

~290M cattle
are slaughtered
every year from
a global herd of
~1.5BN



THE HOLY COW

50

The average LIFE
expectancy of tannery
workers in Bangladesh due
to TOXICITY of chemicals
used

with a growing
WASTE
PROBLEM

62%
projected
fashion industry
waste increase
by 2030





/ an innovative,
***RESPONSIBLE
SOLUTION...***

~13M tonne
leaf waste from
pineapple farming
annually



/ FIBRE PROCUREMENT



Piñatex® is
an innovative natural textile
made from pineapple leaf fibres



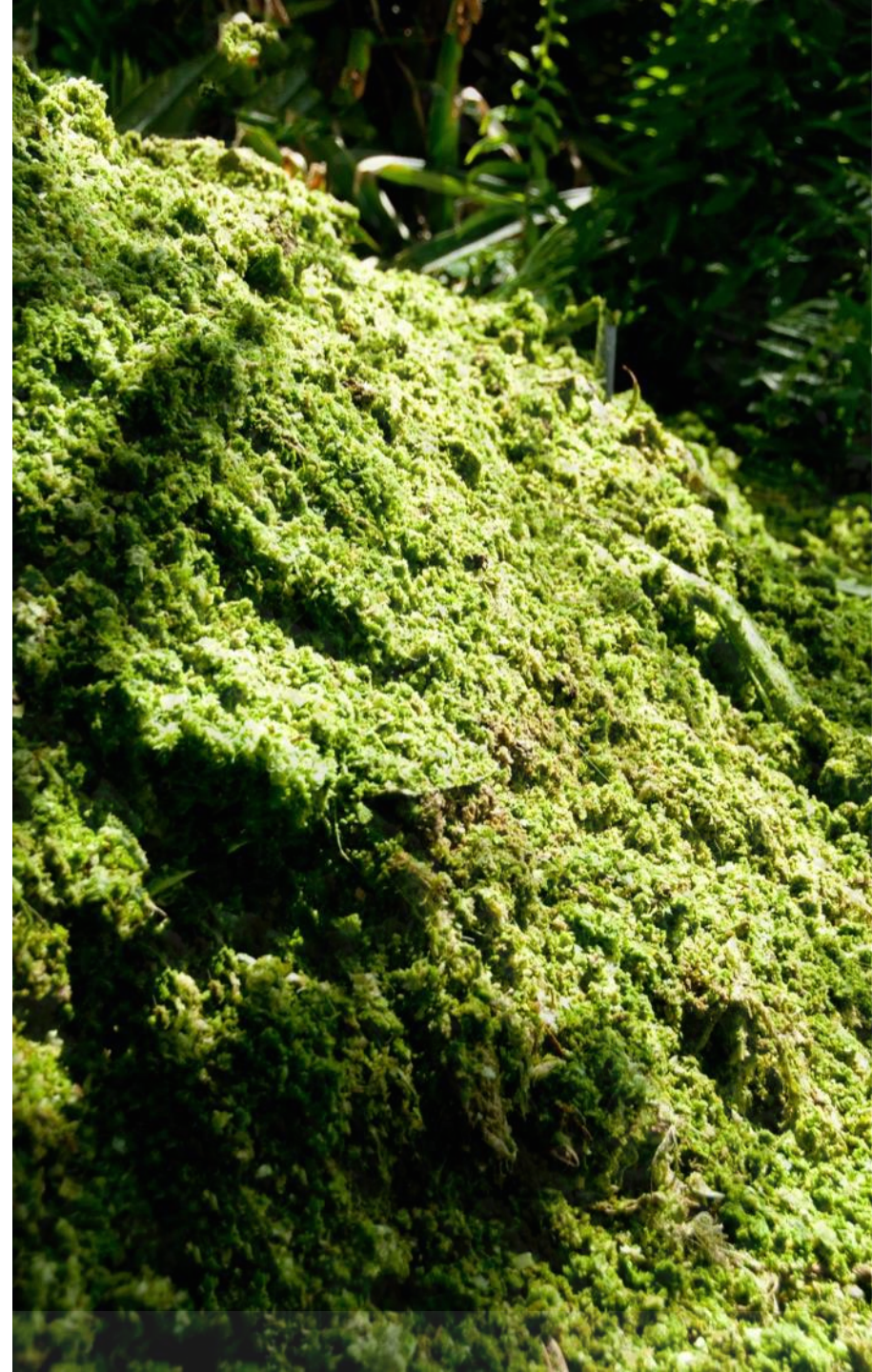




LABO Farming Cooperative
The Philippines



/BIOMASS & COMPOST PRODUCTION



/ MANUFACTURING



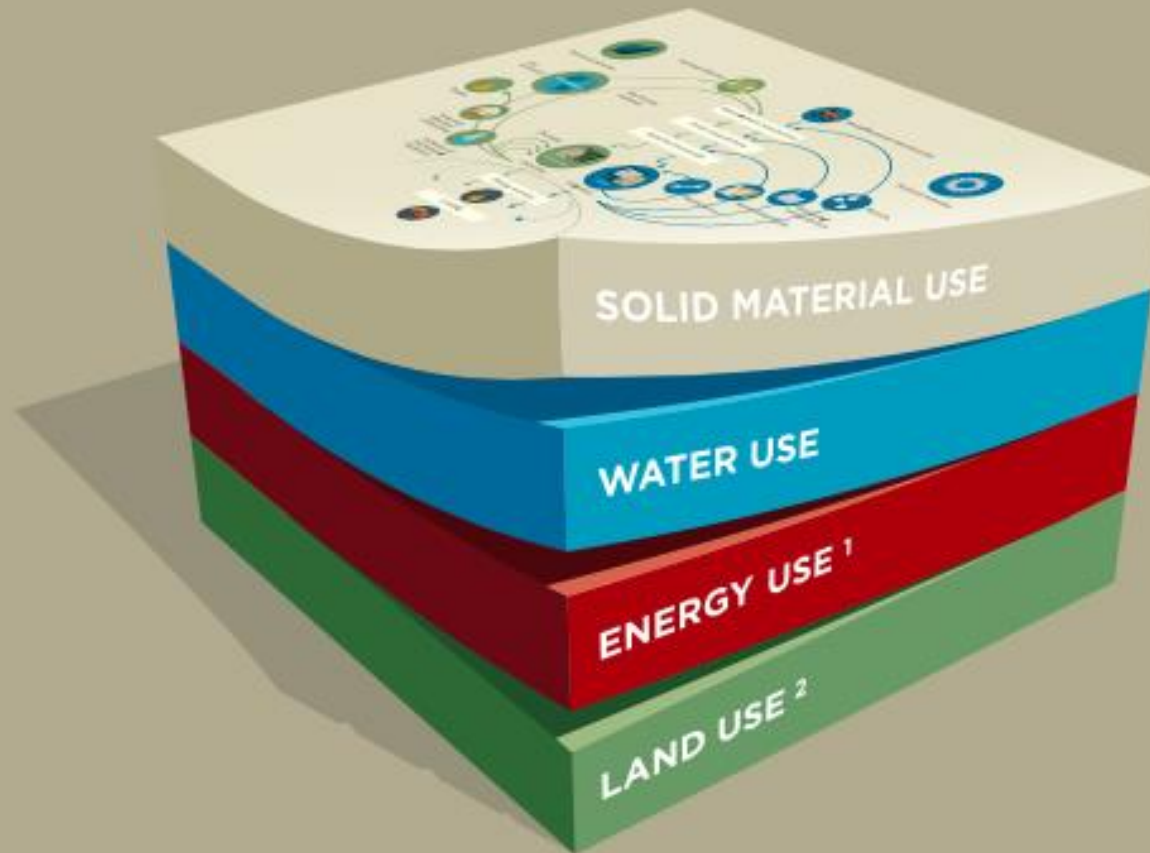


What is Circular Economy?



Why Circular Economy?

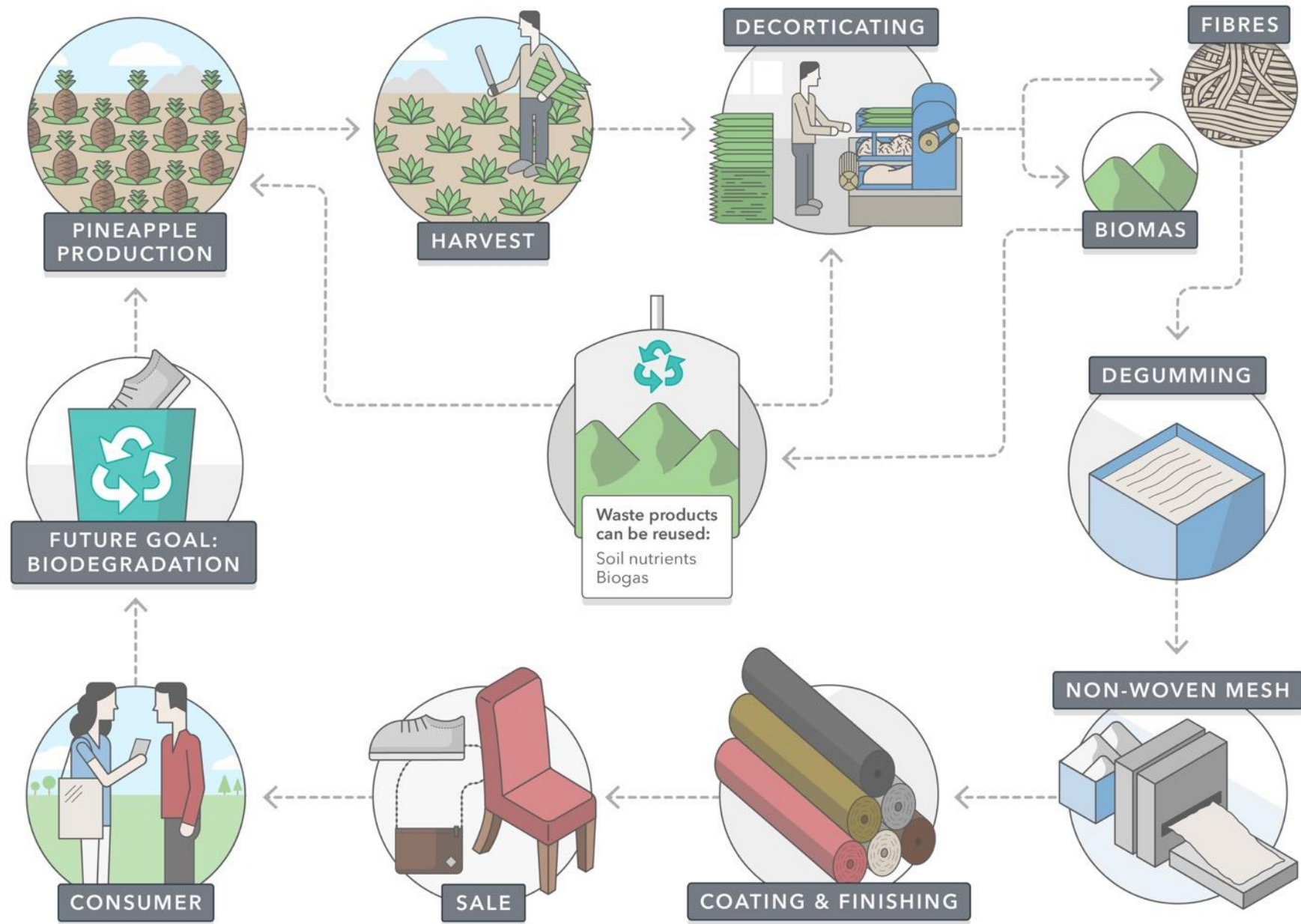
FIGURE 22 The impact of more circular production processes accumulates across several layers of inputs



¹ Including greenhouse gases

² Including impact on soil health/fertility, biodiversity, and ecosystem services

PIÑATEX SUPPLY CHAIN

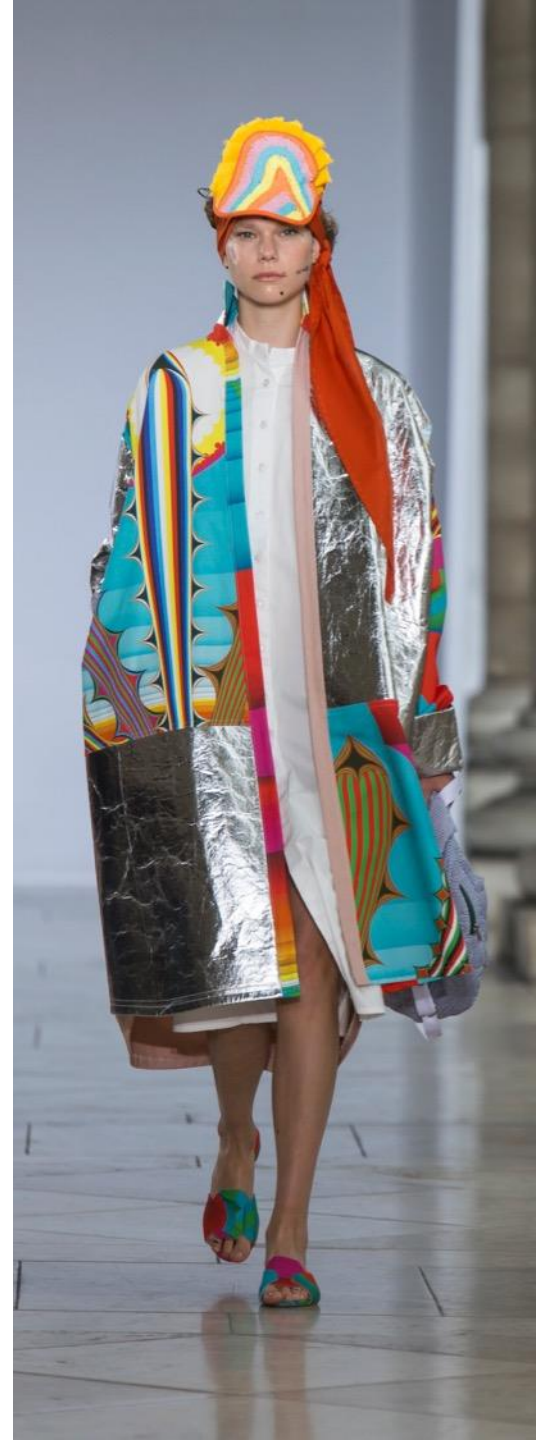


/ a
***BRANDED
NATURAL TEXTILE***

 PIÑATEX



A B2B company



/ Overwhelming
***CLIENT DEMAND &
AWARDS***



#MadeFromPiñatex *SHOES*



Trainers by Rombaut



Trainers by Po-zu x Star Wars

#MadeFromPiñatex *SHOES*



Hugo Boss Trainers

#MadeFromPiñatex



Skirt by Lisolore Frowijn



Jacket by EDUN



Jacket by ALTIIR



Bag by MANIWALA



Clutch by TAIKKA



Bag by EDUN

#MadeFromPiñatex BAGS



Bag by THINGS I MISS

#MadeFromPiñatex Upholstery



By Tashamine Osher



By 2LG

***#MadeFromPiñatex
AUTOMOTIVE***



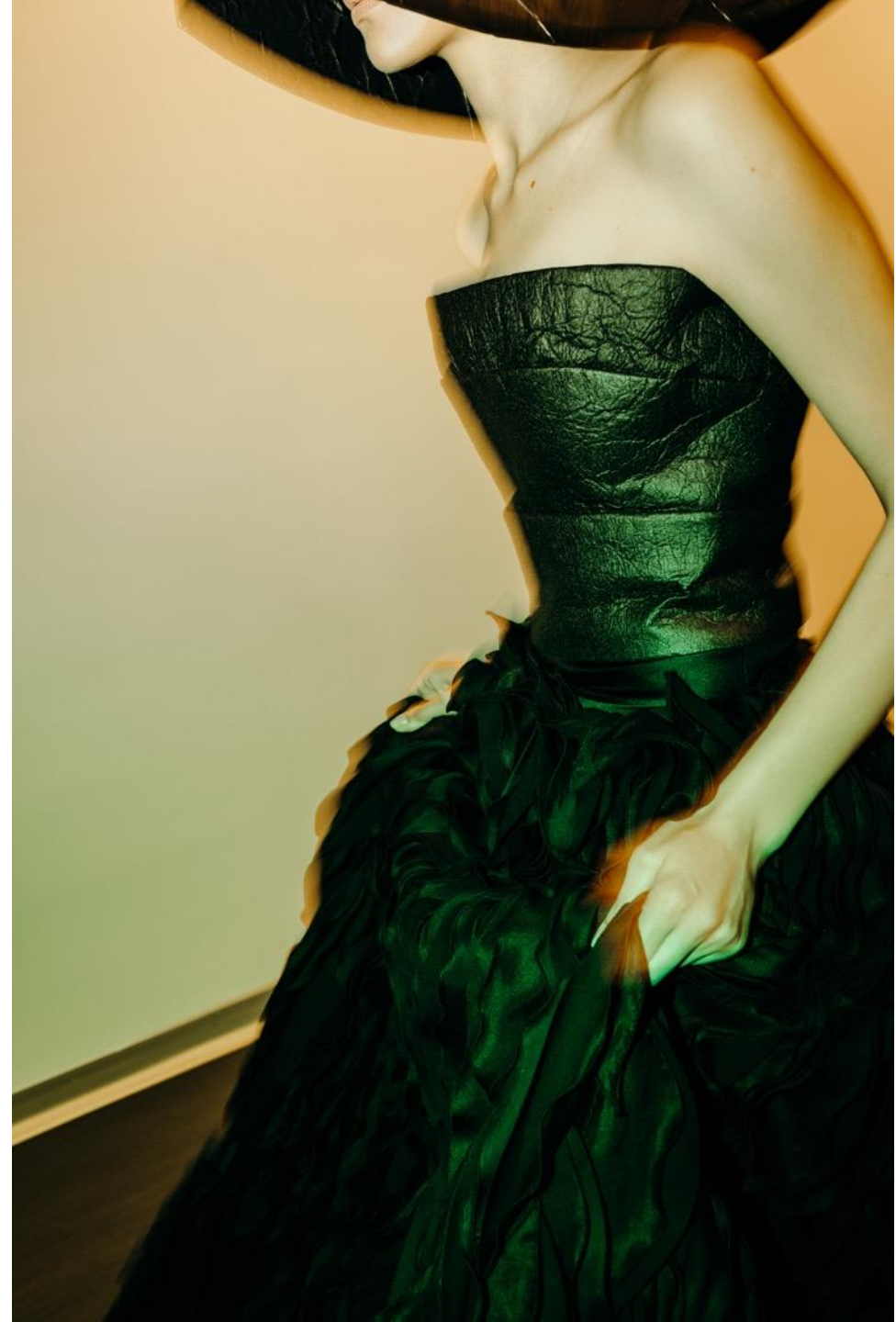


Credit: Getty Image
Designer: Laura Strambi

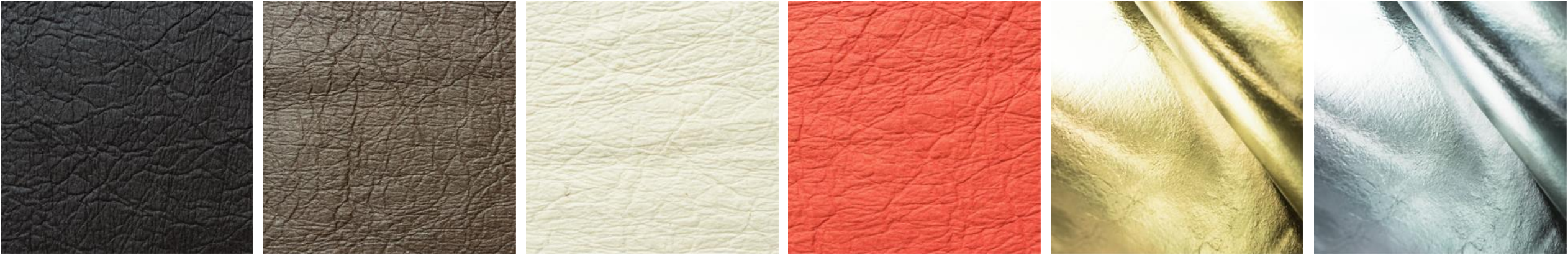
*/Met Ball 2017
NYC
Livia Firth*

*Green Carpet Challenge x
Piñatex®*

*/Mattea
Benedetti
2018*



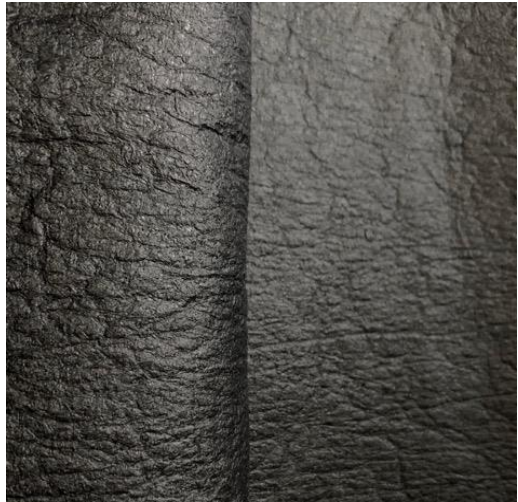
/ Piñatex® PRODUCT RANGE



Piñatex Original

Piñatex Oro

/Piñatex Finishes



200 gram Piñatex® Pluma



Embossing/Debossing



Piñatex® Automotive



Piñatex® Embroidery

Piñatex Original

/ With Optimal **TECHNICAL CHARACTERISTICS**

/ Tear Strength
ISO9073-4

56.3N (Wrap)
116.8N (Weft)

/ Tensile Strength
ISO9073-18

>500N (Wrap)
341.8N (Weft)

/ Seam Rupture
ISO13935-2

301.7N (Wrap)
468.1N (Weft)

/ Flexing Endurance
Martindale – 12kPA

40K Cycles

/ Colour Fastness to Rubbing
ISO105-A02 & ISO105-A03

4-5



A strong social, economic and environmental impact:

- / Made of a widely available agricultural byproduct
- / No damaging chemical processes involved
- / Providing new income stream to some of the poorest farming communities in the world

/ *VISION*

Ananas Anam aims to meet the challenges of our times by developing products in which commercial success is integrated with, and promotes, social and cultural development.





Thank you

www.ananas-anam.com

ananas anam
New materials for a new world