“Courage is the commitment to begin something without any guarantee of success”

Johann Wolfgang Von Goethe (1749-1832)
From materials to system change

Dr Carmen Hijosa

World Forum, Lille
October 2018
The Journey

Ireland 1980’s 1990’s
First public presentation
an innovative, patented, ethically produced textile that works to the values of a circular economy.
/ a
NEW MATERIAL
making waves in fashion and textiles
UNSUSTAINABLE INDUSTRY

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

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
RECENT
ACHIEVEMENTS

/BIO MASS &
COMPOST PRODUCTION
/ MANUFACTURING
What is Circular Economy?
Why Circular Economy?
/ a
BRANDED
NATURAL TEXTILE
A B2B company
Overwhelming CLIENT DEMAND & AWARDS
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 ALTIR
#MadeFromPiñatex Upholstery

By Tashamine Osher

By 2LG
Met Ball 2017
NYC
Livia Firth
Green Carpet Challenge x Piñatex

Mattea Benedetti
2018

Credit: Getty Image
Designer: Laura Strambi
Piñatex® PRODUCT RANGE

Piñatex Original

Piñatex Oro
Piñatex Finishes

200 gram Piñatex® Pluma

Embossing/Debossing

Piñatex® Automotive

Piñatex® Embroidery
/ 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.