



BRAINS BEHIND THE BRANDS  
MARCO LANOWY / MANAGING DIRECTOR OF ALBERTO

## DOING BUSINESS WITHOUT FEAR

*Our industry is still facing challenging times, as Marco Lanowy is all too aware. Yet he and his team refuse to let fear dictate their actions, choosing instead to take a self-motivating approach and embrace any changes that come their way. In an interview, he reveals how that works and what drives him.*

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### COTTON CANDY NO RISK, NO GAIN

Ümit Ekinci works outside of the conventional fashion system to enable him to deliver 'just in time'. He tells us why that's exactly what the industry needs right now.  
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### VON DUTCH CREATIVE FREEDOM

Almost 20 years after it was founded, Artistic Director Earl Pickens explains where the iconic Y2K brand is headed and why it's best to pursue your own vision.  
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### THE TAILOR PATTERN SUPPORT BACK TO THE FUTURE

The sustainable lifestyle of ancient civilisations may well stand the fashion industry in good stead for the future – Alessio Berto's 'Indigo Eden Project' is showing us how.  
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### BITS & PIECES NEXT SEASON

The collections for spring/summer 2023 are reflecting what really matters after the pandemic and how fashion is gradually rediscovering its fun side.  
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THE TAILOR PATTERN SUPPORT

# ANCIENT FUTURE

*Sustainable textile innovations, futuristic cuts and creative exchanges: with the 'Indigo Eden Project', Alessio Berto from The Tailor Pattern Support has developed a capsule collection in cooperation with a number of different manufacturers. And the results are anything but conventional.*

TEXT: RENÉE DIEHL

Alessio Berto has been collaborating with a variety of businesses and start-ups in the textile sector for many years now – since 2012, to be exact. The goal of these cooperations is always to pass on his experience in patternmaking, product development and research to support each company he works with. His newest 'Indigo Eden Project', however, can be seen more as a creative exchange with the participating brands and has resulted in a five-piece capsule collection that brings together the best qualities of all the partners – a kind of collaborative art project from the textile sector.

The inspiration for the 'Indigo Eden Project' lies in the past: long ago, civilisations thrived and survived on our planet for centuries without having such a negative impact on the environment, unlike our present-day culture. The 'Indigo Eden Project' is trying to replicate the sustainable lifestyle and respect for future generations of these ancient civilisations. In collaboration with fashion companies, fashion students from the Istituto Europeo di Design and industry insiders, a concept was developed for the capsule collection: inspired by the past, as sustainable as possible but also futuristic.

The following companies are on board: Fashion Art, Panama Trimmings, Jeanologia, Bottonificio Lenzi, Imbotex, Aquafil, PureDenim, Manifattura Italiana Cucirini, Studio 70, Yulex, Olmetex, Riri Group, Ribbontex and the IED, Istituto Europeo di Design. The fabrics and their manufacturing processes, which are used for individual collection items, are based on product innovations from the participating companies.

PureDenim, who dye their fabrics using an electrochemical process called Smart Indigo Dyeing, supplied the fully organic denim. This

process reduces the environmental impact of the dyes traditionally used in denim production – through local production and the avoidance of environmentally harmful hydrosulphites, for example. The laser technology used to print the indigo fabric on the collection pieces 'The Hopi Jacket', 'The Hopi Trousers' and 'The Hopi Blanket' is by Jeanologia.

**THE INSPIRATION FOR THE 'INDIGO EDEN PROJECT' LIES IN THE PAST: LONG AGO, CIVILISATIONS THRIVED AND SURVIVED ON OUR PLANET FOR CENTURIES WITHOUT HAVING SUCH A NEGATIVE IMPACT ON THE ENVIRONMENT.**

Another significant material in the collection is hemp, one of the most environmentally friendly fibres in the world, and was supplied by the upholstery fabric experts from Imbotex. Textile fibre R-Silk and the fabric-bonding, low-melt fibres used in 'The Inuit Smock', 'The Inuit Trousers' and 'The T-Gloves' come from Imbotex.

Fabric innovation Sud Est-Graphene, which is used in the 'Antibacterial Cape' and the 'Antibacterial Trousers', is even more futuristic. And the Olmetex fabric is not only antibacterial, but also has waterproof, temperature-regulating and anti-static properties.

No less innovative is Yulex's Vegetal Rubber, a type of neoprene fabric used for the capsule collection's 'The Vegetal Jacket' and

'The Vegetal Trousers'. The high-performance, plant-based elastomeric foam is biodegradable, unlike conventional neoprene fabrics, but without having to sacrifice any other qualities.

Last but not least, Econyl Nylon from the manufacturer of the same name joins the fabric innovations used for the garments. This was used for 'The Renewed Under Combination'. It consists of 100 percent plastic waste so no new resources are required to make it. Despite this, it offers the same product properties as conventional nylon and is ultra-comfortable to wear.

The collection's accessories, which are used in almost all the capsule looks, include the 'G-Loves' gloves, which were jointly developed by Yulex, Olmetex, Imbotex, FashionArt and Jeanologia. The 'Vegetal Space Rubber Bonnet' comes from Yulex, FashionArt and Jeanologia, the 'Vegetal Lunar Boots' from Yulex and Studio 70, and all the looks are rounded off by the 'Vegetal Space Solar Shade' made using various plant products such as cornstarch, potatoes and sugar beets.

The trimmings and accessories are from Ribbontex, Bottonificio Lenzi and Riri, with the yarns all supplied by Manifattura Italiana Cucirini.

Although the collection won't be available to purchase in stores, it will be exhibited at various tradeshow and other events to inspire more companies to use sustainable product innovations and showcase progressive ways to use them.

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