



## From Waste to Colour

**Participants:**  
**Almudena Cerezo Araujo (Spain) and Sté Mongi (Tunisia)**

This project investigates dyeing materials from botanical waste origin to be applied on the production of wool-knitted garments. The goal is to reduce pollution from synthetic dying processes in order to achieve a production system based on circular economy where the product's path goes from soil to soil.

Almudena Cerezo is a textile and fashion designer. She holds a master's degree in Sustainability and Co-design for Fashion and has experience advising brands on how to develop a more sustainable and efficient production system. She's an expert on natural dyeing techniques, and applies this knowledge in her own brand, *Materia Botánica*. (ig: @materiabotanica\_)



## LiFit: TCFL Digitalization and Collaboration Platform

**Participants:**  
**Mohamed Kharrat (Tunisia)**

LiFit is a fashion design collaboration platform composed of a Software platform helping fashion designers and their outsourcing companies to collaborate during the development process through 3D scans of each of the newly developed iterations of the design. The platform comes with an optional 3D scanning room to help ensure a higher colour accuracy. The platform helps having better design collaboration which might reduce the amount of unsold clothes up to 30%.

Dr. Mohamed Kharrat holds a Master and PhD degree in Interdisciplinary Information Studies from University of Tokyo and an Engineering Degree in Telecommunication from University of Carthage. He has experience co-founding multiple Start-ups in the field of IoT, Wearable Computing, VR/AR/XR and Health Tech. He is currently working as Assistant professor at University of Sfax.



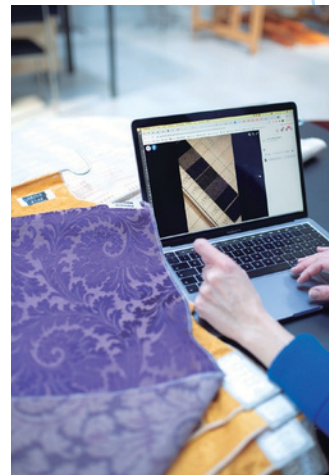
## Lottozero: Heritage design studio

**Participants:**  
**Tessa Moroder, Lottozero (Italy)**

*Heritage design studio* is an innovative design service by Lottozero, which is focused on the use of archival and heritage materials for the creation and development of new textile and fashion products. This service is meant for companies who wish to put their archives to use in a fresh and contemporary way. It is also a formative service for companies who wish to acquire heritage design skills, young designers, schools and institutions.

In addition the web space features a section dedicated to open digital archives on textiles and fashion, selected from a wide range of partners like foundations and Museums.

Lottozero is an international centre for textile design, art and culture, based in Prato, Italy. It operates both as a creative hub and a design and consultancy studio for textiles. Equipped with a textile laboratory for prototyping and experimentation, it supports emerging artists and designers through project development and creative residencies. At the same time the consultancy studio provides made-to-measure services and textile know-how to brands and companies, but also designers and architects.



## Moda-ty virtual try on

**Participants:**  
**Sherwet El-Gholmy (Egypt)**

Sherwet El-Gholmy proposes to develop a platform that allows customers to virtually try on products by simply taking a photo with their mobile phones.



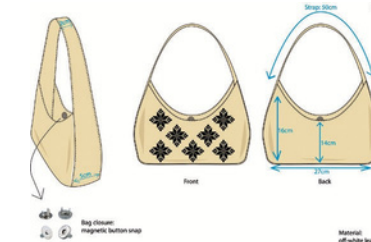
## Modernization of the Palestinian craftsmanship in RTW fashion

**Participants:**  
**Sara Jayyusi (Jordan) and Meera Albaba (Palestine)**

2 fashion brands, Meera Adman and Deerah, have joined to work together in this collection called "Story of a migrant". By working with women in Palestinian refugee camps in Jordan, the collection is made to reflect the state of a displaced Palestinian. A fusion of tradition and innovation. Using old and familiar techniques to create relevant and modern piece, a practice that our ancestors used to create their traditional clothing.

*Meera Adman* is a Palestinian RTW label from Gaza City. It's work focuses on reclaiming the narrative that creates a romantic and nostalgic visual monologue, influenced by religious, political, and local references. It's CEO is Meera Albaba, a Palestinian creative director who studied accounting in Palestine then moved to the UK to study International Business at the University of St Andrews. After she moved around Europe and Turkey, she went back home to Gaza in 2019 and launched Meera Adman.

*Deerah* is a fashion brand focused on highlighting the art and intricacy of Palestinian embroidery, founded by Sara Jayyusi a Palestinian-Canadian designer. *Deerah* has become a fashion brand that is at the centre of the movement raising awareness towards the Palestinian struggle through art. Before creating Deerah with her husband, Sara studied and worked as a nutritionist from 2014 to 2019. She currently resides in Ontario, Canada.



## Nadia

**Participants:**  
**Sireen Nijeem (Palestine)**

*Mandil Nadia* is a traditional and modern proposal, which aims to renew the *Mandil Oya* with a new style that fits fast fashion, with us luxury embroidery bag designs and embroidered Palestinian symbols. It is also a social proposal since it supports two social entities that support and help children in orphanages (Shadi W ANA and Basmat Insan organization) in the West Bank, by two women. Instagram and FB - Mandil Nadia

Sireen Nijeem is an industrial and management engineer at a high-tech company *Solaredge* as a supply chain analytics team leader. He is currently the CEO of Mandil Nadia.



## Transmuta

**Participants:**  
**Andrea Coderch Valor (Spain) and Hernan Gonzalo Villa (Spain)**

Trasmuta creates multi-purpose clothing and accessories that allow travellers to carry everything they need for their trip, storing it inside and in various compartments. A new way of travelling giving comfort and design.

Gonzalo Villa Max is a self-taught clothing designer with Argentinean origins. He created *Vi-llamax* brand in 2008. In 2019, *Villamax Tienda* opened as a clothing design store-workshop located in Valencia. He believes in cultural re-valuation, the arts, the trade, in committing ourselves to causes that help people and our planet.

Andrea Coderch Valor is an entrepreneurial industrial designer specializing in contemporary jewellery and bags design. She is the creator of her own brand: *Coba-Complements*, dedicated to design, manufacture and marketing of accessories made from textile waste.



## Using agriculture waste to produce natural fabric alternatives

**Participants:**  
**Moushira Alamarawy (Egypt)**

*Finding fibers* is a project that explores producing woven and non woven textiles, using natural fibers from agriculture waste in Egypt. Follow us in Instagram: [https://www.instagram.com/finding\\_fibers](https://www.instagram.com/finding_fibers)

Moushira Alamarawy is an architect with over 15 years of hands-on experience in ecological building techniques and creative technologies. She founded her company *Cavani* in late 2020 and, since then, she has been focused on the production of naturally dyed textiles.



English

## EXPOSICIÓ CRE@CTIVE: Innovation and creativity for a better future

From November 23 to December 1, 2022  
Igualada Fashion Lab



## Welcome

## About the Cre@ctive project

Textile, footwear and leather are Mediterranean traditional sectors, with an annual estimated global turnover of more than €280 billion and 2.7 million employees working mainly in MSMEs which account for 90% of the industry. During the last decades, these sectors have been affected by the economic slowdown and a very strong competition from Asia. These Mediterranean traditional sectors are under threat if they do not quickly renew their business models. Unable to compete in price or volume, the main challenges for traditional sectors are related to product and process innovation, the establishment of new business models and the creation of business sustainable alliances to strengthen the value chains. To address these challenges, the CRE@CTIVE project boost creativity as a key aspect for increasing economic opportunities of the MSMEs by creating links between the traditional sectors and the creative industries (crafts, design, culture, etc.).

This exhibition shows creative and innovative business models developed in collaboration between artists, designers and technology companies that have won the competition carried out in the Cre@ctive project, which has funded their creations.

## Ama Re

**Participants:**  
**Mattia Piazza, Casa Preti (Italy)**

Casa Preti, an emerging Sicilian fashion house, offers with Ama Re a genderless and sustainable capsule collection made with technical fabrics made from marine litter and disseminated with a communication campaign focused on the themes of inclusion, restoring value to the territory.

Mattia Piazza (Palermo, 1993) studied classical guitar and opera singing. In 2016 he graduated in Fashion Design at the Academy of Fine Arts in Palermo. The following year he founded Casa Preti. He has been selected among the new emerging talents of Vogue and collaborates with several directors and songs. From 2019, he participates in the fashion week in Rome.

## And then what?

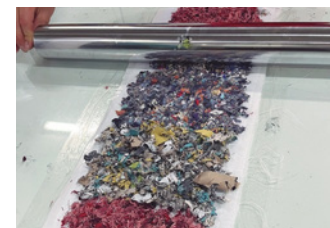
**Participants:**  
**María Llinares Torregrosa (Spain) and Brada Jlassi (Tunisia)**

And then what? It is a project based on the recycling of the surplus of the textile industry, with the aim of making a fashion collection maintaining its essence, working, from the creation of the fabrics themselves to the conscious design of the final piece, the process with communication. Always with the aim of sharing the results obtained for education in upcycling techniques with the NGO UNFT of Kairouan.

Maria Llinares Torregrosa studied Fashion design in Madrid and launched her author brand in 2018. In January 2019, she presents the first fashion collection at the Mercedes-Benz Fashion Week in Madrid. She moved to London to take a Styling and Creative Director course at the London College of Fashion. She is currently living in Milan while finishing her MA Fashion and Textile Design studies in Naba while working in this project.

Make-L@B

Eco-L@B



## A sustainable history repeating, the new Prato Carded Fabric

**Participants:**  
**Francesca Nardi, Texmoda Tessuti (Italy)**

This project is a mini capsule collection that enhances the traditional product of Prato mixed with a modern and sustainable look, creating carded fabrics with wool and new eco fibers with inspirational patterns from the 80's. It is a way to update our archive, without wasting materials but reinventing the existing ones.

Texmoda Tessuti creates and produces fashion fabrics worldwide, thanks to collaborations with the most important brands. The values that distinguish the company are 100% Made in Italy, sustainability and know-how that are accompanied by the strength of flexibility, speed, punctuality and product quality. Team members:

- Francesca Nardi, Marketing and Sustainability manager
- Lorella De Luca, Skilled Sampling and Archive department manager
- Fabio Pacini, Textile Designer, creator of the collection and capsule

## Educational clothing and accessories

**Participants: Mhenni Farouk (Tunisia)**

Educational clothing and accessories is a project which aims to provide children with clothes, accessories and objects made from fabrics dyed with vegetable dyes on which they can draw, colour, change colours instantly and then erase everything and return to the original state. These actions are carried out using natural and colourless reagents and non-toxic.

Prof. Mhenni Farouk is a professor at the University of Monastir, Tunisia, Dr. in physical sciences, Dr. in organic chemistry and Engineer in petro chemistry and industrial organic synthesis. He graduated in Business Administration. He is the founder of the Laboratory of environmental chemistry & clean processes - LR21ES04 University of Monastir, in Tunisia, and founder and currently manager of the start-up Natdyes (www.natdyes.com).

Heri-L@B



Tecno-L@B

## Exchange Knowledge in Marketing leather products

**Participants:**  
**Saad Ghanem (Palestine) and Julián Sañudo (Spain)**

Two artisans with similar backgrounds, open to cross-border collaborations and eager to learn and improve their craft. Saad and Julián present a collection of accessories bringing together expressions from two different cultures, Catalonia and Palestine. An enriching experience that has allowed them to explore new designs.

Julián Sañudo is the second generation of the Sañudo family with professional dedication to leather craftsmanship. From an early age he was learning from his parents, while playing in the family workshop. His curiosity and constant search for improvement in the profession stand out. He has travelled to different countries training and exhibiting his works.

Saad Ghanem is a designer and tailor, CEO of SG LEATHERS, a company which produces genuine leather products in Palestinian cities and exports them to many European countries. He has been working on designing and making leather products since he started studying English language at University in 2008. He left his main job as an English teacher to establish his own project, SG LEATHERS, which has become a famous trade mark in Palestine. He holds several training workshops in making leather products for students, people with special needs and interested people.



Design-L@B

## Vest Go

**Participants:**  
**Oumaima Dhaouadi (Tunisia)**

Vest Go is a turn signal vest that can display three different signals for safety warnings simply by a wireless remote controller. This chargeable vest is made from breathable material along with adjustable straps that ensure comfort for your shoulders. Vest Go can be used by people of any gender of any age as a safety measure during all times, night or day, for various sport activities such as hiking, cycling and even walking, and also for working activities such as delivery on motorcycles.

Our team members:

- Oumaima DHAOUADI: Textile engineer and project manager
- Kais ALILA: Mechanical engineer
- Mhamed ALILA: Product designer
- Ahmed Kaddour BELAID & Samer JAOUADI: Electrical & Electronic engineers

## Wind scraps

**Participants:**  
**Ilaria Maria Sposito. Junkle (Italy)**

JUNKLE is a little enterprise based in Sicily, and since 6 years it discovers, recycles and upcycles technical material and industrial scraps/offcuts closed to dismission for creating accessories and interior design features. JUNKLE inspires ethical behaviour and responsible consumption by recovering and reworking materials, and creating long-life items for everyday use.

With *Wind scraps* we'd like to expand our production with a new kind of material we collected recently with a lot of sq meters textile: spinnaker sails from competition fleet. We're about to launch a Capsule Collection of Accessories (CCoA) made of discarded spinnaker sails that are made of lightweight nylon. The discarded material we use is still efficient. The CCoA is a limited collection edition made of few pieces, in our project 3/4 pieces for the s/s season 2023, designed to be genderless and friendly use. The CCoA is in trend with the must have of the moment: that's because it aligns the fashion sector with the sustainable fashion sector.

CRE@CTIVE

The CRE@CTIVE project is co-funded by the European Union under the ENI CBC Mediterranean Sea Basin Programme 2014-2020.