

A close-up photograph of two white goats. The goat in the foreground has a brown nose and blue eyes, looking slightly to the right. The goat behind it is partially visible, also with blue eyes. The fur is thick and white, with some brown patches around the eyes and on the nose.

Sustainable Fashion Matterz

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Which kind of fibres do you know?

NATURAL FIBRES

- ANIMAL

most commonly **SHEEP**, but also by various members of the **GOAT**, **CAMEL** families, the **SILKWORM**, and some **FUR-BEARING ANIMALS**.

- VEGETABLES

derived from plants and the most common ones used for textiles are **COTTON**, **FLAX** (linen), **HEMP** and **JUTE**.

- REGENERATED FIBRES

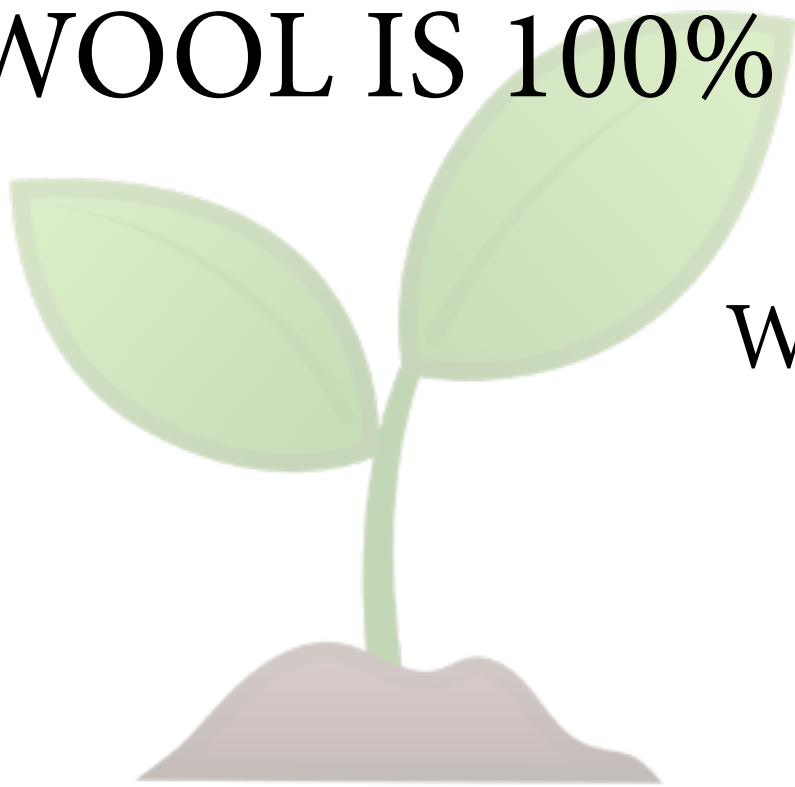
occupy a somewhat ambiguous area. These fibres are made from cellulose, a natural fibre. However, the raw material is chopped up and chemically dissolved, and then reformed into fibres in a manufacturing process similar to that used to make synthetic fibers. **VISCOSE** is a kind of rayon.

A high-angle, close-up photograph of a dense flock of sheep. The sheep are packed closely together, filling the entire frame. Their wool is a light beige or off-white color, with a thick, curly texture. Several sheep's heads are visible, showing their faces and eyes. The lighting is even, highlighting the texture of the wool.

**WHY
CHOOSING
WOOL?**

BECAUSE...

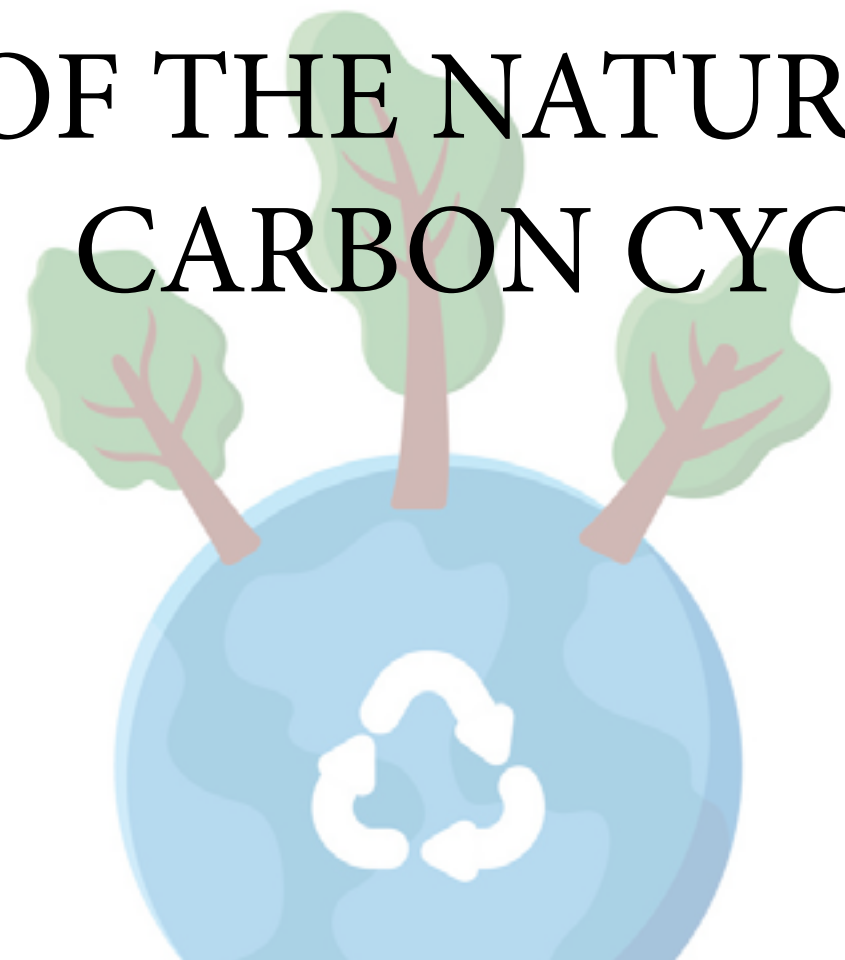
WOOL IS 100% NATURAL



Wool is a natural fibre. It is a protein (keratine) and grows naturally on sheep all over the world.

WOOL IS PART OF THE NATURAL CARBON CYCLE

Sheeps process the organic carbon from the plants they eat and store it in their wool.
40% of a fleece's weight is pure organic carbon.





BECAUSE...

WOOL IS BIODEGRADABLE

Wool will decompose in moist soil in a matter of years, releasing valuable nutrients back into the soil.



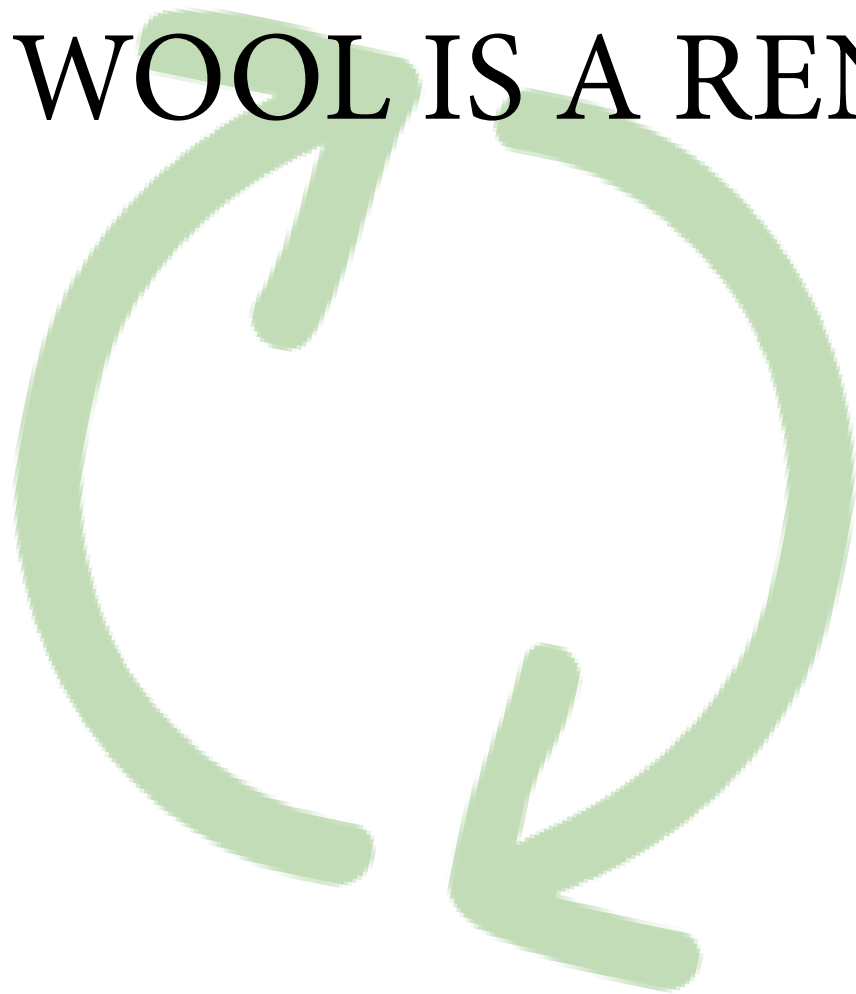
WOOL IS READILY RECYCLABLE.

Commercially viable open and closed loop systems have existed for 100+ years.



BECAUSE...

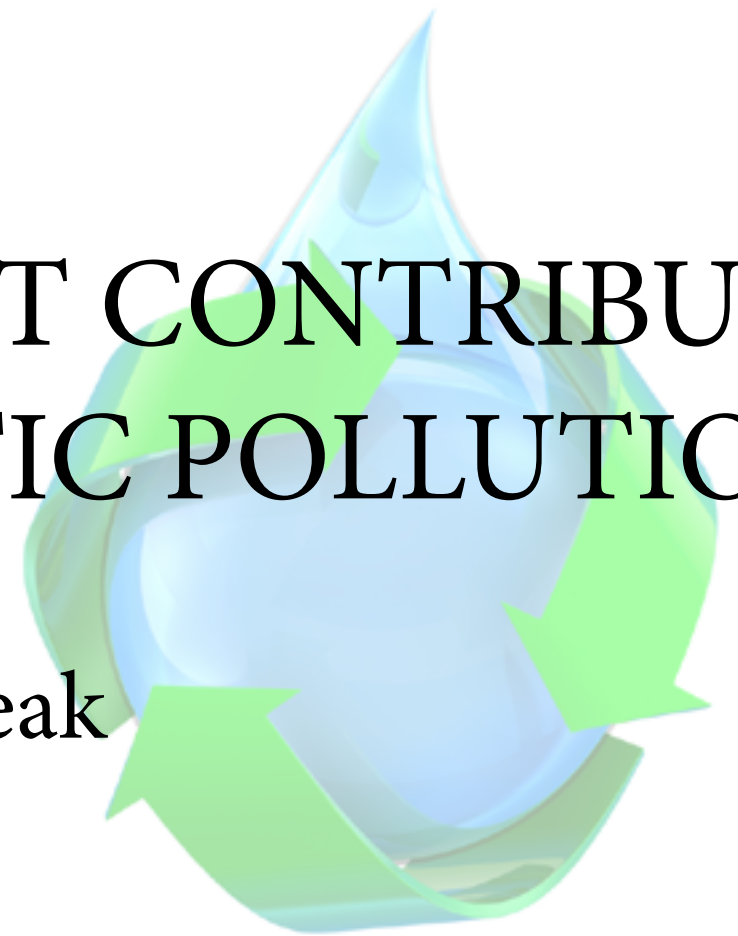
WOOL IS A RENEWABLE RESOURCE



Sheep produce a new fleece every year.
It grows naturally.
Sheep only need are air, sunshine and grass.

WOOL DOES NOT CONTRIBUTE TO MICROPLASTIC POLLUTION.

Researchers are studying now how quickly proteins break down in the ocean.



BECAUSE...

WOOL IS NATURALLY
FLAME RESISTANT.



Believe it or not, wool's cell structure is high in nitrogen and water, making it resistant to flame. This makes wool also ideal for home furnishings.

WOOL CLOTHES LAST LONGER

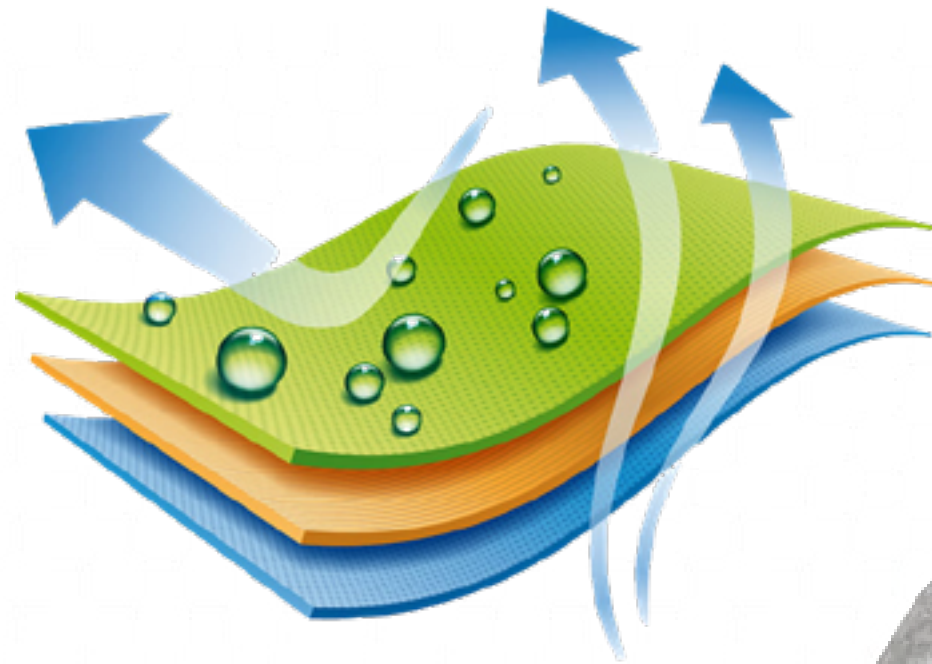
Wool garments are worn on average for up to 10 years, compared to up to 3 years for garments made from other fibres.



Wool is also used for sport garments thanks to its properties.

Breathability

They can absorb large quantities of moisture vapour and allow it to evaporate, making wool garments feel less clingy and more comfortable than garments made from other fibres.



Odour resistance

Wool's natural resistance to odour is another key reason why wool wins for activewear.

Temperature control

As the body temperature rises the wool has the amazing ability to transfer heat and moisture along every fibre and release it into the cooler, drier environment, and when it's cold it keeps the heat in.





TAKING CARE OF YOUR OWN SWEATER

Begin by reading the label

... but most of them,
though, it will tell
you to wash it by
hand.



**Laundry
symbols**

HOW TO WASH KNITWEAR BY HAND?

- 1- Fill your sink with **WARM** water.
- 2- Add a **TINY BIT** of wool soap.
- 3- **Soak** the sweater for 15-20 minutes.
- 4- Lay the sweater on a big towel
- 5 -Put over the sweater another big towel and roll everything up
- 6 -Now, squeeze it again by pressing it.
- 7- Unroll it and lay flat to dry completely.





SUSTAINBLE FASHION MATTERZ

WEAR CLOTHES
THAT MATTER

THANK YOU!
