

Ventura New York – the Dutch edition

Date: 19 – 22 May 2019 (as a part of ICFF, during NYCxDDesign)

Location: Javits Convention Center, 655 West 34th Street, NY 10001



NAME OF EXHIBITOR

Jalila Essaidi

PARTICIPANTS

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Country

The Netherlands

TITLE OF EXHIBITION

Mestic: Creating a fashionable way to protect the planet.

Project information

Intensive farming in many parts of the world oversaturates the soil with nutrients from manure. This excess manure is an acute problem which needs to be dealt with in order to avoid major environmental catastrophes.

The textile industry also has outrageous environmental costs, characterized by devastating and unsustainable agricultural practices like growing cotton and cutting forests.

These two of the most polluting industries in the world are being radically transformed with one single idea: Jalila Essaidi has developed a method to retrieve and convert cellulose from dairy cow manure into regenerated cellulose fibers, a method known as Mestic. A solution which turns this acute agricultural problem of waste into a sustainable source of raw material for the textile industry.

Mestic is a story about how even manure is inherently beautiful. This fiber is 100% biodegradable, produced from manure-derived cellulose and processed using organic solvents won from manure. In 2016 a fashion show was organised displaying several designs made with Mestic.

ADDED VALUE

The big brands in the Fashion industry all have sustainability goals which they've set for the next decade. These goals involve the source materials being 100% circular. Yet, current sustainable alternatives cannot scale to meet their demands.

This is where Mestic® adds its value and will be a game changer. A single dairy cow produces 26.000kg of manure annually, a tiny country like the Netherlands has 4 million cows. Locked away in global excess manure there is enough cellulose to supply global fiber demand ten times over!

VIABILITY

Mestic® is a threat to the business model of its competitors because currently cellulose sources (like wood or cotton) make up 44% of the cost to produce a fiber. Our model depends on cow manure (our cellulose-containing source-material) being provided for free or at a lower rate than other cellulose-based source-material. Allowing us to produce a sustainable fiber at or below market price.

RECOGNITION

This achievement was recognized in 2017 by the textile industry and Jalila Essaidi was awarded with the Global Change Award by H&M.

Mestic® shows unprecedented emission reductions, reducing significant GWP in both the

agricultural sector and the textile industry. A single t-shirt produced through this method reduces emissions by 1kg of CO2 equivalents. Based on these results, and the power to change current practices, Essaidi won in 2018 the Clim@ competition, an award organized by the Green for Growth Fund, initiated by the European Investment Bank

In addition to the environmental impact, Mestic® focusses beyond revenue and profit, which won Essaidi in 2018 the prestigious Chivas Venture for social entrepreneurship.

Website

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