What does design change look like for the textile industry?
About Materevolve

Materevolve (pronounced mah - teer - ee -vaalv) is a technical textiles consultancy aimed at creating transformational change in the textiles, footwear and apparel industry.

Materevolve is leading the evolution of our material world through project based consulting, developing experiential learning adventures with leaders in science and textiles, and building an inspirational community around soil, sea and circularity.
What has design change looked like for Materevolve?
Building Community

- Visits to UCSB BREN and University of Toronto
- 2018 5 Gyres Coral Triangle Expedition
- Active member of SF Bay Microplastics Policy Committee since 2018
- Oct 2018 AATCC CA Plastic Pollution Sail with Captain Charles Moore
What has design change looked like for the textile industry so far?
Developing Fiber Release Test Methods

-US (AATCC RA100 Committee) and Europe (The Microfibres Consortium) working together to develop a globally recognized fiber release test method.

-Major hurdles:
  -testing equipment
  -accelerated vs. full product
  -filtration method and media
  -sample preparation (sealed edges, natural vs synthetic)
  -need for standardization of definition of microfibers and common language
Increased Commitments to Recycled Content

Adidas Challenges The Fashion Industry In Sustainability, Pledging Only Recycled Plastic By 2024

Pamela N. Danziger Contributor @ Retail
I study the world's most powerful consumers — The American Affluent

Adidas FUTURECRAFT.LOOP 100% recyclable performance running shoe ADIDAS

PATAGONIA RECYCLED POLYESTER COLLECTION

Shop Patagonia recycled polyester products

PATAGONIA GARMENT RECYCLING

By recycling old products, we can keep many of the same materials in circulation for years. In 2005 we began taking back worn out Patagonia clothing for recycling. Today, you can return any Patagonia product to us and we will reuse it, recycle it into new fabric or make it into a new product.

How to Recycle Patagonia Products
Educating on New Methods for Consumer Care
Marketing Ocean Plastic Clean-ups

8 MILLION TONS
OF PLASTIC WASTE ENTER OUR OCEANS EACH YEAR

THERE ARE 5 PLASTIC BAGS PER FOOT OF COASTLINE

85% OF TRASH COLLECTED FROM COASTLINES & WATERWAYS IS PLASTIC

TO LEARN MORE ABOUT UNITED BY BLUE'S CLEANUP INITIATIVE, VISIT
UNITEDBYBLUE.COM

The Black Friday Fund

Every Black Friday, we donate the profits from our sales to a cause we care about. This year, we're partnering with the Surfrider Foundation to keep plastic out of our oceans.

LET'S DO THIS
What SHOULD design change look like for the textile industry?
Building in Circularity & Re-Use

- Extending the life of garments after first use (i.e. Renewal Workshop + Patagonia’s Worn Wear)

- Creating rental models (i.e. Rent the Runway)

- Re-distributing quality apparel and footwear (i.e. The Real Real)
Re-Investing in Natural Material Systems

- Designing with soil, sea and healthy living systems in mind
- Moving from supply chain to value chain
- Knowing your producer + makers
- Re-committing to renewable and regenerative cotton, wool, linen, hemp, and leather

This “Climate Beneficial” Wool Hat Comes From Carbon-Positive Sheep
The North Face’s new beanie is woven from wool from sheep raised on a farm that takes in more carbon than it puts out.
Developing New Material Alternatives

- New cellulosics from textile waste (i.e. Evrnu)
- New cellulosics from food industry waste like hemp, banana leaf, etc. (i.e. Circular Systems)
- Plant based feedstocks for leather alternatives (i.e. Pinatex, Natural Fiber Welding)
- Milk fiber from food industry waste (i.e. Qmilk)
- Bio engineered fibers (i.e. Bolt Threads or Sorona)
- Bio engineered dyes and chemistry (i.e. Colorifix)
Developing New Material Alternatives

SPOTLIGHT: MANGO MATERIALS - Albany, CA

- Utilizing naturally occurring bacteria
- Feeding waste methane from landfill or methane pits from dairy operations
- Bacteria creates biopolymer PHA from methane
- Products degrade in the environment as well as landfill setting
Want to join in on leading the evolution of our material world?

IMPORTANT TAKEAWAYS:

- Look at your own closet and wear with your values in mind. Question what, how and who made your clothing and footwear. Our clothing is a creative expression of who we are and what we believe in. New and better materials need your voice and your dollar.

- Apparel and footwear is just part of the picture! Textiles are all around us: upholstery, cosmetics, cleaning products, bedding, etc.

- We need more ocean and science experts at the table to build better solutions and faster! Join Materevolve in building an ocean healthy materials world.
THANK YOU!

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