

ALESSANDRA MICOLUCCI: SUSTAINABLE FASHION MADE IN ITALY

How a banana inspired an eco-friendly collection



Fig.1



Fig.2

In accordance with Italian traditions, food seems to be a significant inspiration for the young designer Alessandra Micolucci, who instead of using it in the kitchen, through creativity and invention, translated it into fashion. Alessandra's first Fall/Winter 2016 collection, in fact, was inspired by a slice of cheese, while her latest Spring/Summer 2017 collection (Fig.1, Fig.2) is entirely based on banana textile.

The idea for her latest work came to her mind while looking at pictures of her previous Fall Winter 2016/2017 collection, where in one of the images a banana was placed in the pocket of a bright orange waistcoat.

In this collection, in addition, she also used other typical foods such as lemons, oranges and fish, which are carried with nonchalance while posing and carefully coordinated with textiles colours. The mixture of a bright orange coat with a pack of oranges, of lemons under flashing yellow socks or of a greyish fish next to a likely coloured scarf, sets not only a fresh and unique mood for her designs (and grocery shopping), but also promotes a healthy regime, valid for textile production just as much as for a daily diet.

Micolucci was born in Venice, where she also attended a design course at the IUAV University, driven by her interest in subcultures. In addition, looking back on this experience, she was enthusiast about her encounters with master tailors and model makers, who strongly influenced her vision.

The designer was discovered as an emerging talent by Vogue Italia and presented on the official website of the Camera Nazionale Della Moda Italiana by the Editor in Chief of L'Uomo Vogue Gianluca Cantaro, during of Milan Fashion Week 2016. Micolucci deserved her attention, as she not only designed her first collection, but also personally sewed it, inspired by André Courrèges' bold use of colours and clean lines.

The designer's choice of focusing on the quality of her products, by using natural materials such as banana textile is just as much interesting as innovative. Banana textile in fact, could be a suitable alternative for cotton said McEachran, which according to the Global Apparel Fibre Consumption report represent a third of fibre consumption in the textile industry. In addition, the banana textile, due to its fabric could imitate silk, as well as being suitable for a wide range of products.

Micolucci's work represents the perfect combination of talent, innovation and sustainability, as well as a futuristic vision of new generations, always more careful to identify new ways to protect and preserve the environment, and consequently improving the quality of our clothes along with our lifestyle.