

# 0/100

## zerobarracento

ITALIAN FEEL:  
weaving **craftmanship** & innovation

Textile Heritage Inspiring Creatives – Createx Project

**Camilla Carrara**

08/05/2019

**INTRODUCTION:**

In the present day clothes are ‘going too fast’. The concept of durable and meaningful pieces is further from the concept of contemporary fashion than ever before. The concept of connection to a fashion garment, and the idea of creating pieces to last is fundamental to this collection.

Sustainability is positioned as an added value in this collection; the products aim to be sold on the - strength of their aesthetic appeal. Clean production – both socially and environmentally – is seen as a moral duty. This duty underpins the development of the project.

**0/100** seeks to develop a ‘zero waste’ production chain, **zerobarracento** with a primary focus on the concept of ‘Made in Italy’.

Zerobarracento seeks to not only recycle pre-consumer waste, but sustainable pre-consumer waste. The project cannot market itself as 100% sustainable if it does not know exactly what waste streams it is recycling.

0 means: zero waste, reduced pollution, and reduced emissions.

100 means: 100% quality, the best raw materials, high standards, and 100% transparency of production.

To achieve this all steps of production must be controlled. Yarns are created from the waste from sustainable textile production. Patterns are developed with zero-waste techniques.

Zerobarracento is a concept project that provides a guideline for suppliers on how to achieve complete zero-waste production. The project takes a holistic approach to developing low impact pieces. It

guides producers through the zero-waste supply chain and offers new more sustainable solutions.

The outcome of Zerobarracento is a capsule collection of zero-waste pieces. These garments have a low environmental impact, and are respectful to the workers involved in their creation. The project was undertaken on a foundation of intense research into the current sustainable innovations and luxury markets in Italy.

The concept of ‘Made in Italy’, and ‘Made in Prato’ function to support the Italian production industry. The concepts are tied to the idea that improvement of one’s country during a crisis period is a moral duty. The mixture of craftsmanship and innovation – built on Italian Traditions – is central to the value of this project.

Italian innovation – referred hereafter as ‘Made in Italy’ – represents an innovation of traditional craftsmanship.

The rRe.VerSo ecycled wool yarn forms the basis of the value of this project. The development of this yarn without compromising quality was incredibly ambitious, and was achieved thanks to Prato’s expertise in this area of production.

Italy – in particular Prato – has incredible historical connection to wool production and recycling. This fact drove Zerobarracento to focus on recycling as its main focus.

The innovative yarn developed hopes to showcase how recycled yarns can be suitable for a multitude of different textile applications.

The matrix present on next page shows the impact of the project and how it develops in each field. Material treatment and design are the core areas of focus for Zerobarracento, and the two are strongly connected

The core goal of this project is to develop a complete zero-waste production chain; starting from sustainable textile production waste, through the development of textiles, and resulting in a capsule collection of zero-waste pieces.

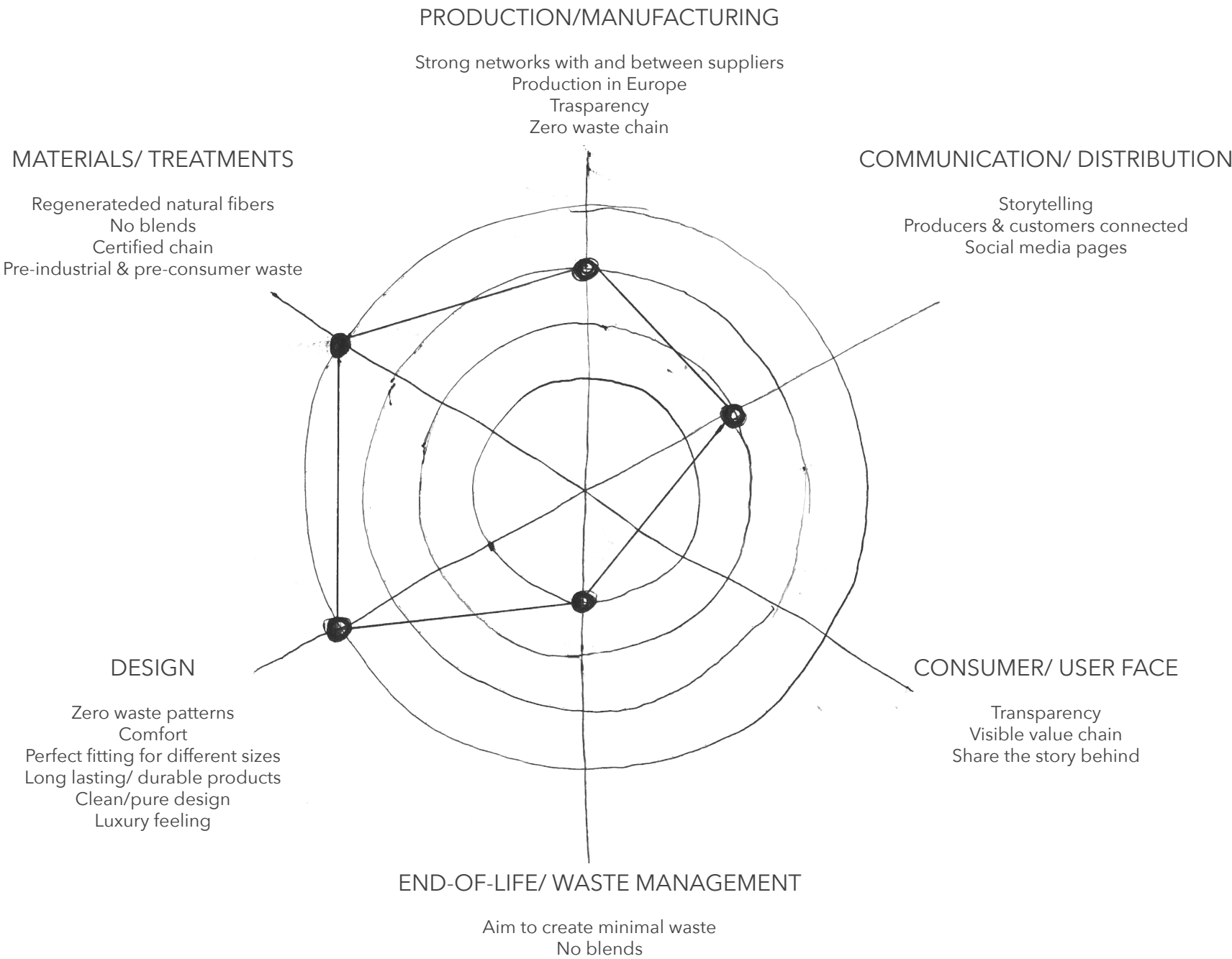
The challenge inherent in the design strategy is to bring together the luxury fit, feel, and aesthetic, within the constraints of zero-waste. The outcome of the design ideas are based on continual experiments on both paper and mannequin.

Working with zero-waste requires time and a commitment to on-going research. The goal of this capsule collection is to achieve the perfect fit often sought by luxury consumers, without compromising on sustainable practices.

The idea was the creation a cocoon-like feel through the use of large volume, soft materials, and enveloping closure systems. The collection silhouettes are directly inspired by the art of Burri, Giacometti, and Brancusi. In additional to this inspiration was taken from contemporary trends. The project looked to Max Mara, and other ‘big masters’ of fashion such as Balenciaga, Mc Cardell, and Thayath.

The patterns were built from a foundation of geometric shapes that envelope the body in volume when worn. Each detail and material was chosen specifically to create durable and long-lasting garments, in keeping with the luxury market research undertaken for this project.

Within the context of this collection design does not only mean the creation of attractive garments; it refers to the overall design of the project. Each step in the process has been developed with mindfulness of the larger project picture.



# SUSTAINABLE DESIGN STRATEGIES

## MOODBOARDS & RESEARCH

Touch

Materiality

Handmade

Contrasts

Details

Natural fibers

Feelings

Craftmanship

Innovation



Munari "Images of reality", 1977

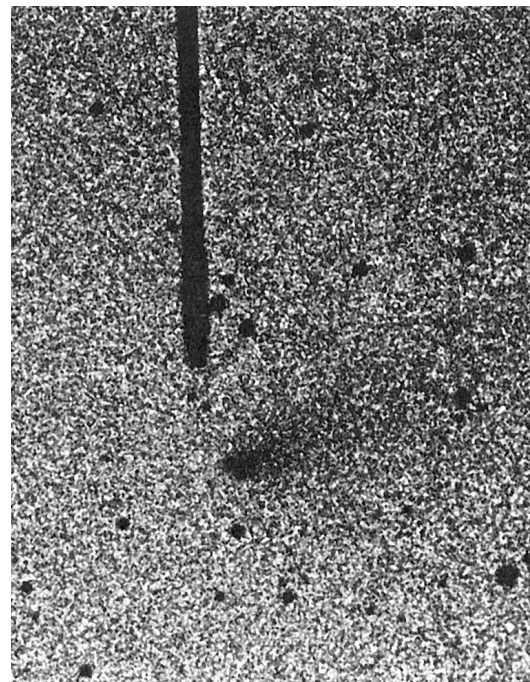




E. Rossini "Senza cuore", 2013



Surfaces: handmade VS industrial



A. Kertesz "Shadows", 1931



A. Giacometti "Bust of Diego", 1955



J. Beuys "Pregnant woman with swan ", 1959

Shapes: Geometry VS Cocoon



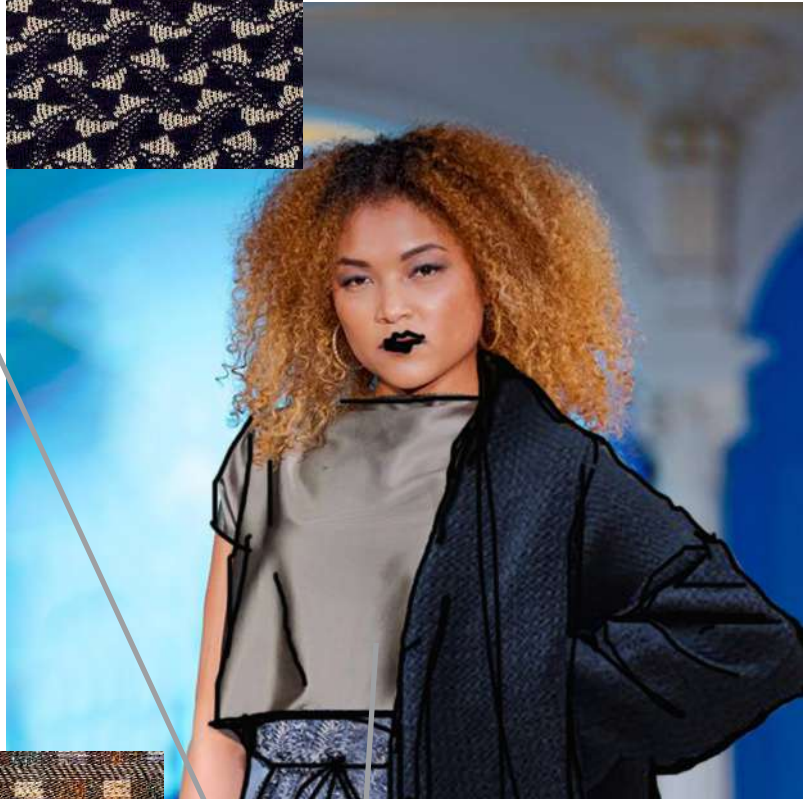
Brancusi, exhibition "The Brancusi Effect", June 2014



LOOK 1



NEWLIFE™ RE-ENGINEERED  
POLYESTER INSPIRED BY  
RILIEVO 420 BICOLORE



NEWLIFE™ RE-ENGINEERED  
POLYESTER INSPIRED BY  
REX/500



Re.VerSo  
TRANSFORMED WOOL  
INSPIRED BY 8100/GIA-  
DA/40000



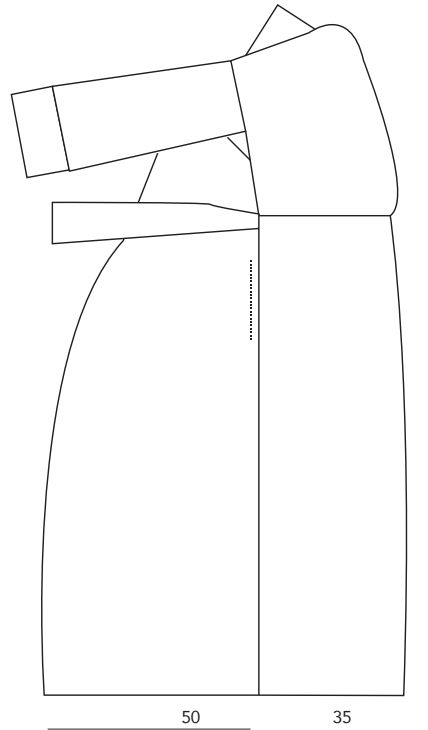
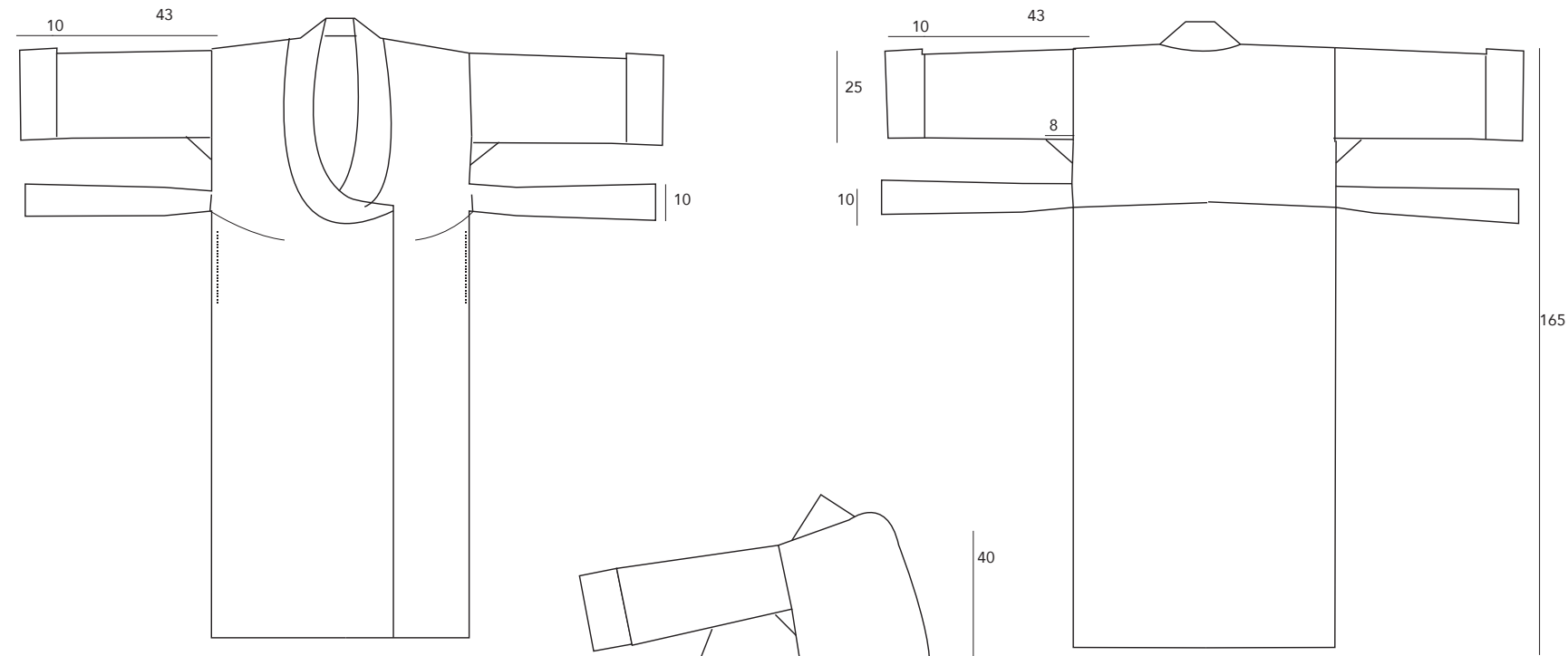
Belt 20x175	Front 50x175		
Sleeve 30x45	Sleeve 30x45	Pocket 10x22,5	
Sleeve 30x20	Sleeve 30x20	Pocket 10x22,5	
Back up 70x60		Under arm 10x10	Under arm 10x10

Tot 70x592 cm

Front 50x175	Pocket 20x22,5
	Pocket 20x22,5
	Sleeve 20x20
	Sleeve 20x45
Back down 70x117	Sleeve 20x45
	Sleeve 20x20









LOOK 5

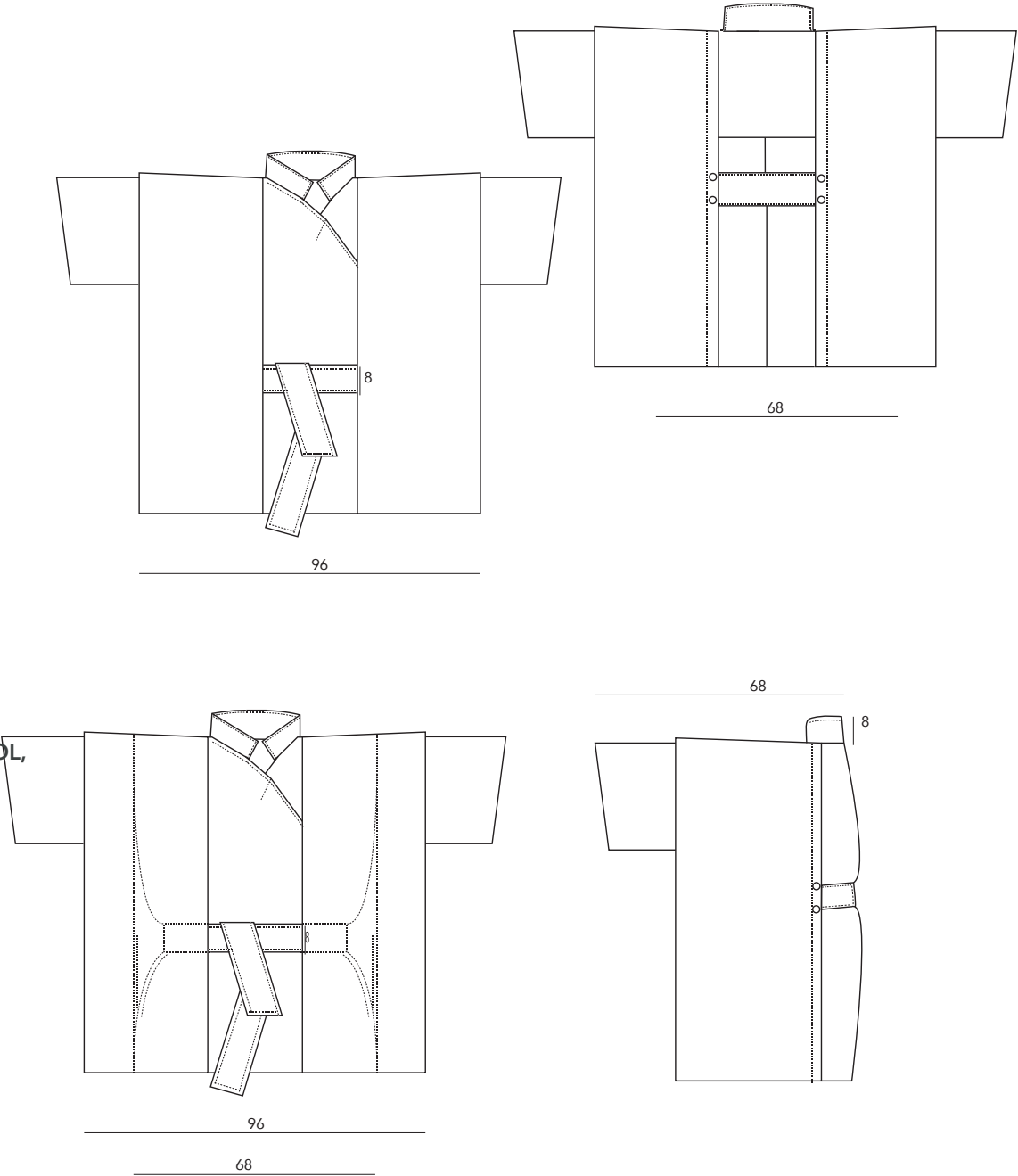


BACK BY CENTRO SETA ORGANIC SILK INSPIRED BY 81.01.51

Back up				
Double Back	Back down	Front		
Front	Back down	Belt		
		Under arm	Pocket	
		Under arm	Pocket	
		Belt		
		Collar		
Double front	Belt	Double front	Double Back	
	Belt		Tot 140x354	



Re.VerSo TRANSFORMED WOOL,  
INSPIRED BY CARLOTTA





## LOOK 5



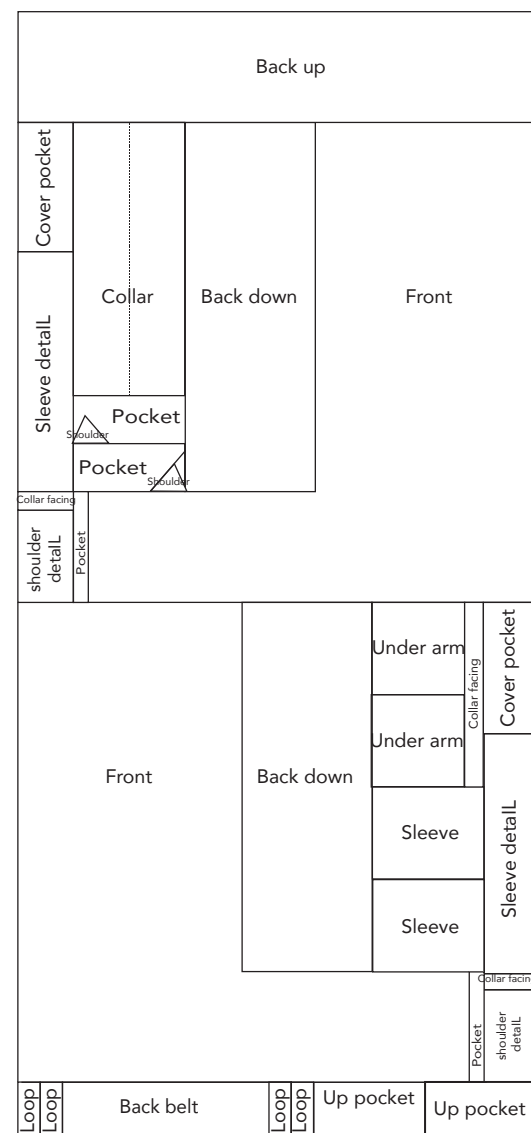
Re.VerSo  
TRANSFORMED WOOL, COAT SHAPE  
INSPIRED BY 76.01.16

## WORK IN PROGRESS PROTOTYPES

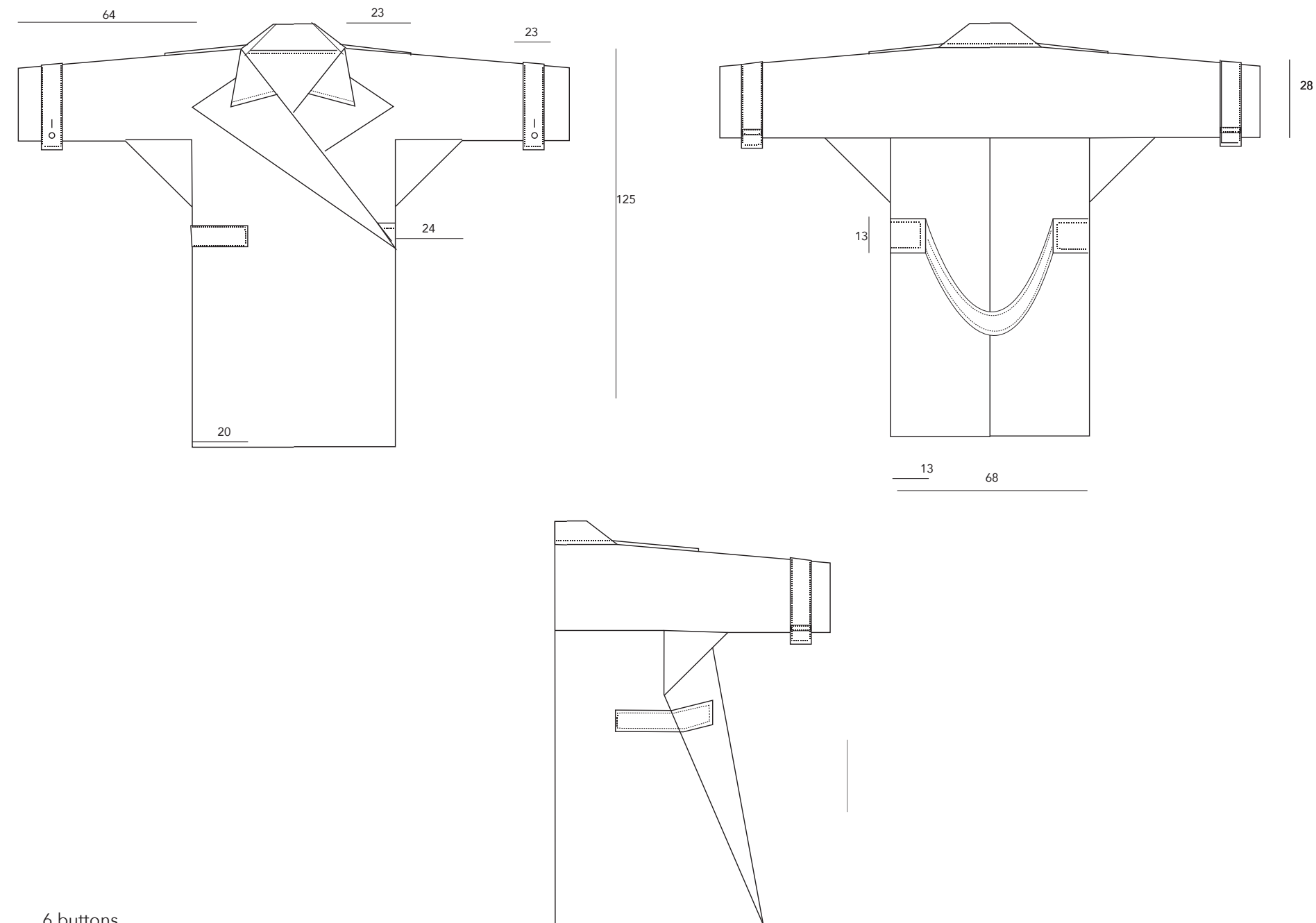




## 5TH COAT



Tot 140x305 cm



6 buttons



# SUSTAINABLE TEXTILE & PRODUCTION

*A designer is a planner with an aesthetic sense*

BRUNO MUNARI



## INTRODUCTION

Massive consumption results in massive waste. William Mc Donough and Michael Braungart (2013) state that: “We need to eliminate the concept of waste from the vocabulary”.

We need to construct the future from the debris of the past. Due to this Zerobarracento focused its production in the Prato’s departments, an Italian area with a successful past that now are suffering the economical crisis, an area characterized by know how and fruitful.

As the population of the world expands, so too does the demand for fashion and textiles. The population has increased from 1.6 billions to over 7 billions since the beginning of the 20th century (Lutz, Scherbov, & Sanderson, 2001). We can’t afford to continue producing textiles in the carefree way we have been. 0/100’s idea is to operate with the waste of those companies that are working with certifiable materials in a way to have a 100% “clean” and transparent recycled yarn. Unfortunately we can’t really say what it’s inside a recycled yarn, choosing to work with companies that are collecting just the waste of the companies of one area make everything clearer and easier.

Usually the textile production involves the use of a huge number of substances, work with recycling allows us to reduce this “pollution”, for example thanks to the sorting we don’t need to over-dye the material, saving a lot of energies and substances.

## THE TEXTILE SUPPLY CHAIN OF TEXTILE PRODUCTION

**Re.Verso™** is the identifying trademark of an evolved supply chain composed of Green Line and Nuova Fratelli Boretti, to which selected transforming partners are added to get yarns, fabrics and knitwear, and all together they create

a unique new offer of Re.Verso™ re-engineered wool, cashmere and baby camel.

Re.Verso™ a new, completely integrated production process that is traceable and 100% made in Italy; a unique system that makes Re.Verso™ products innovative and exclusive in their look & feel for a product that combines quality with responsibility and transparency in all process and product aspects. Huge savings in comparison to conventional wool (LCA study):  
Energy -76%  
CO2 -96%  
Water -89%.

**Newlife™** is the product of an ambitious project developed by Sinterama. This technologically innovative platform is certified through a comprehensive production approach and offers a wide range of excellent quality, high performance recycled polyester yarn, made from post- consumption plastic bottles collected in northern Italy.

Recycled polyester, which requires fewer processing stages, consumes less energy during the production process, resulting in a considerable reduction in carbon emissions compared with virgin polyester.

Newlife™ uses a mechanical process to transform bottles into a polymer, without the use of chemicals which could be harmful for the environment.

According to a study carried out by the ICEA (Institute for Ethic and Environmental

Certification) using the methodology of Life Cycle Assessment (LCA), in compliance with ISO 14040, ISO 14044, producing 1 Kg of Newlife™ allows a saving in terms of consumption of energy resources and CO2 emissions which, compared to virgin polyester fibers production, results in:

Energy -60%

CO2 -32%

Water -94%.

BACX™ by Centro Seta: Centro Seta was born in 1981 by the idea of Bacci’s family, the idea is carried forward continuously by the family which still leading the society.

The production process always been focused on high quality, constant research for innovative materials and process, all this effort to integrate novelties into historic 100% silk collection.

The R&D office always looks and interprets trends and it offer season after season the most varied novelties.

The R&D and allocation site for quality control are based in Florence, while production site, almost all process, are carried out in Como district

Bacx™ is the first 100% GOTS certified collection of refined and contemporary new generation silk fabrics.

The collection is characterized by multiple fabrics and quality, 100% traceability, 100% Made in Italy, and an eco-innovative spirit.

*Recycling is a process to change materials (waste) into new products to prevent waste of potentially useful materials, reduce the consumption of fresh raw materials, reduce energy usage, reduce air pollution (from incineration) and water pollution (from landfilling) by reducing the need for “conventional” waste disposal. Recycling is a key component of modern waste reduction.*

*FRIEDERIKE VON WEDEL-PARLOW. DESIGN TO MINIMIZE WASTE.*





## CAMILLA CARRARA

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www.zerobarracento.com

### Working experience:

January 2016-today, *Zerobarracento*, CEO & designer

October 2015-today, C.L.A.S.S. *EcoHub*, project coordinator

July 2016 - July 2017, *Salvatore Ferragamo S.p.A.*, research scholarship

April 2015, *Zignone*, textile designer

March 2015, *hessnatur*, wool research

December 2010-September 2015, *Per aspera ad astra*, costume designer

### Studies:

January 2018/ July 2018, *Out of Fashion*, *Fondazione Ferrè*

April 2018; *Fashion and Sustainability: understanding luxury fashion in a changing world*, *Kering*

2014/2015 MA: *Sustainability in fashion*, *Esmod Berlin* (1.7/5)

2011-2014 BA: *Fashion design*, *Politecnico di Milano* (110 with laude/110)

2010 Architecture and design Highschool Diplom, *Liceo Artistico Statale di Brera di Milano* (85/100)

### Training courses:

February 2015, *workshop with Bauhaus*

November 2014, *zero waste workshop with Hessnatur*

May 2014, *flash draping course by Michele Pizzo*

December 2013, *Transformational Reconstruction workshop by Shingo Sato*

November 2013, *workshop with Fait Plast*

February 2013, open lab of *Visual Merchandising* at the *Accademia del Lusso*

### Exhibitions:

September 2017, *Première Vision Paris within the project Smart Creation*

January 2016, BFW, *GreenShowroom* stand+runway offered by *Messe Frankfurt*

September 2015-November 2015, *Marta Herford Museum*

Milano Fashion week September 2014, *Expo Gate*, BA thesis outfit

September 2013, *Lualdi showroom*, male jacket

### Awards and publications:

Speaker at *Ethics in Fashion - SDA Bocconi - School of Management* April 2018

Ethical fashion prize *Mad Mood 2017*

Publication on *Corriere Innovazione* September 1<sup>st</sup> 2017

3rd prize *Creative Conscience Award 2016*

3rd prize *Recycling designpreis 2015*

Semifinalist of the *Eco-Chic Design Award 2015*

## CAMILLA CARRARA

## ABOUT THE BRAND:

*Milan, 08/05/2019*

Camilla Carrara (b. 1991), originally from Milan completed her Bachelor in Fashion Design at Politecnico di Milano in July 2014, and her MA Sustainability in Fashion at Esmod Berlin in November 2015.

She recently won the MAD Mood prize, the third prize of the Recycling Design Preis for her Master project and she was semi finalist of the Eco Chic Design Award. In addition to this, she recently won a mentorship award from Manufactum and Messe Frankfurt offered her the possibility to exhibit her MA project Zerobarracento at the GreenShowroom during the Berlin Fashion Week January 2016 and two have two outfits in the runway.

In July 2016, Camilla won a research scholarship offered by Salvatore Ferragamo and Fondazione per il Clima e la Sostenibilità Scholarship for the research project called “Natural fibres, new materials and recovery of traditional crafts for the fashion industry that is ecologically and socially sustainable”. 12 months program created by Fondazione per il Clima e la Sostenibilità, in collaboration with Salvatore Ferragamo S.p.A..

Camilla is currently working at C.L.A.S.S. Eco Hub having the chance to go deeper in the understanding of the market and she is engaged in the planning and production of next Zerobarracento collection.

The concept of connection to a fashion garment, and the idea of creating pieces to last is fundamental to this brand. Contemporary, clean and refined aesthetic.

0 means: zero waste, reduced pollution, and reduced emissions.

100 means: 100% high quality, Made in Italy, traceability, sustainability and transparency of the production.

To achieve this all steps of production must be controlled.

Patterns are developed with zero-waste techniques: Zero-waste is a design technique that eliminates textile waste at the design stage, adopting a zero-waste design approach reduces textile waste and the demand on natural resources.

The outcome of Zerobarracento are fashion collections of zero-waste pieces that have a low environmental impact, and are respectful to the workers involved in their creation. Zerobarracento collections have been presented at Berlin Fashion Week, Budapest Fashion Week and Milan Fashion Week.

*Good morning,*

I'm a tireless worker and I hope to start this new project in which I could apply my knowledge and develop new skills. I see this award as a great opportunity that could be a turning point for my career and my passions, qualities and abilities. Become part of such a great project would make me feel proud and at the same time it would push me to give more and more.

For me sustainability means: “Design and produce things in a better way”, in the last years I started getting closer and closer to respective and smart fashion production. In this collection I'm trying to create attractive and aesthetically interesting using just certified and innovative materials. I really think that sustainability must be the next step for the fashion system and I really would like to be active maker of this change.

For this collection I mixed different sustainable design strategies and I chose materials that are produced in a respective way.

Your festival is a real get together of excellences, where I would like to show that zerowaste fashion is not anymore a “greenish patchwork” is the new level of luxury. Less is more.

You can see my collections online at the link: [www.zerobarracento.com](http://www.zerobarracento.com)

*Best regards  
Camilla Carrara*