

## **Sustainable Innovation 2021**

*Accelerating Sustainability in Fashion, Clothing, Sportswear & Accessories*

23<sup>rd</sup> International Conference

Online Conference: 15<sup>th</sup>-21<sup>st</sup> March 2021

Business School for the Creative Industries

University for the Creative Arts

Epsom, Surrey, UK



**Adrián López Velarde, Founder, Desserto, Mexico**

Adrián López Arriaga López Velarde was born in Aguascalientes, Aguascalientes, Mexico.

He went on a year of cultural exchange through the Rotary Club in Taiwan from 2008 to 2009 in Nantou, Shuei-li. In 2011 he went back to Taiwan to study at Tamkang University Lanyang Campus his degree in Global Politics and Economy.

At the end of his studies, Adrian worked in Taiwan for three years on research and development of sustainable materials for the furniture and fashion industries, then he decided to go back to Mexico seeking to return to his roots, where he found the opportunity to serve for a Taiwanese group in the Automotive Industry as a Mandarin Chinese, English and Spanish interpreter and which later became key account manager.

In 2019 together with Marte Cazares founded the company ADRIANO DI MARTI SA DE CV with a special focus on developing the world's first cactus based material as an alternative to leather (DESSERTO) complying with the most rigorous environmental and quality standards of industries such as fashion, automotive and aeronautics.

The idea of creating a highly sustainable material came as a consequence of the urgent need to offer a material which environmental footprint was much lower than that which is used nowadays such as animal and faux leather. During brainstorming, they were searching for a raw material of organic origin which was viable to supply the great demands by these industries, which did not require a great use of water or energy to obtain and which cultivation was efficient, abundant, and free of pesticides/pesticides and of little care. For this reason it was decided to use the cactus/nopal, which meet all the sustainable characteristics that were sought and that as if that wasn't enough is a national symbol of Mexico and a plant whose presence extends throughout the world.

It took two years of intense research and development founded with their own economic resources to successfully create a true sustainable alternative to animal and faux leather from organic biomass in a harmonious way with non-toxic additives and without compromising aesthetic, physical, technical and mechanical characteristics of the material, and which is even more, free of animal cruelty!