

## 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



### **Marte Cázarez, Founder, Desserto, Mexico**

Marte Arturo Cázarez Duarte, originary from Culiacán, Sinaloa, during his high school studies he took a year of cultural exchange through the Rotary Club in Taiwan from 2009 to 2010 in the capital city. Again in 2011 he comes back to Taiwan to finish his Mandarin Language studies in Fu-Jen University staying there for another year. Once finished the Mandarin certification he starts his degree in International Business at Instituto de Estudios Superiores Tecnológico de Monterrey, located in Guadalajara, México. During his degree Marte Cázarez started working as Chinese teacher in the same University for one year. Two years after in 2014 he started working in the Aloe Vera industry as a International sales representative for organic aloe vera products. In 2016 once he finish his degree he joins fully to the Fashion Industry in the same city, Guadalajara, México.

In 2019 together with Adrian López Velarde he founded the company ADRIANO DI MARTI SA DE CV and in the successful development of the first vegan leather made in México (DESSERTO) which is highly sustainable, made from nopal and whose quality allows it to be an attractive alternative for industries such as leather goods, footwear, automotive and aeronautics. The idea of creating a highly sustainable material but at the same time complying with the standards demanded by these industries was born after corroborating, based on their previous work experience, the urgent need to offer a material whose environmental footprint was less than that of today They have the different inputs of materials such as animal leather and synthetic skins. During the brainstorming, it was necessary to look for a raw material of organic origin which was viable to supply the great demands demanded by these industries, which did not require a great use of water or energy to obtain and whose cultivation was abundant, free of pesticides and of little care, for this reason it was decided to use the nopal, which meets all the characteristics that were sought and that as if that were not enough is a national symbol of Mexico and a plant whose presence extends throughout the world.

There were two years of intense research and development and with our own resources to successfully integrate, without compromising the aesthetic, physical, technical and mechanical characteristics of the material, the synthetic and organic chemical matter in a harmonious way that managed to obtain a quality material and highly sustainable which today we know as Desserto.