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Nem, Neapolitan Evolution Men's wear: a bio project of men's tailoring

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ABSTRACT

Want to propose in this paper is the researches carried out by the FA.RE. Fashion Research Lab of the University of Campania Luigi Vanvitelli is related to an ideal model of Zero Emission fashion industrial district in the Italian textile clothing sector. Starting from an analysis of the men's tailoring sector in Napoli, we will analyze the real case study called NEM Neapolitan Evolution Menswear, realized with the tailoring company of excellence KITON and the capsule collections realized with the Master's degree in Design for Innovation, Fashion Eco design curriculum of the University of Vanvitelli. The theoretical background of the paper starts from the design strategy that derives from the Design Thinking and that the FA.RE. lab research group has called listening design, a method of listening to the territorial, environmental and productive problems for the realization of a bio capsule collection.

Key Words: bio project, zero emission, tailoring, handmade.

1. INTRODUCTION

If it is true that tailor-made bespoke tailoring production is a virtuous case of environmental sustainability in the Italian fashion system, it is even more true that the potential use of natural materials is processed according to an eco-mode oriented in the use of natural fibers also in dyeing, creates a zero-emission production process. Nettle, soybeans, bamboo, cotton and hemp are the materials used for this collection named "NEM: bio project men's tailoring project" that has already been presented at the men's fashion week in Milan in June 2017 at Palazzo Kiton. For many years, in knowledge of laws regarding quality management, safety and above all environment. If one shares an innovative vision of the fashion-design oriented productions, it is useful to be able to count on managers responding to this global-changing challenge, represented by industrial productions being coherent to requirements of environmental sustainability within the production processes. Such innovative visions, especially in the fashion industry which usually does not give birth to processes which have a very high impact on the environment, can launch new "green-oriented" productions, still not very frequently adopted in Italy but highly developed in Northern European countries, and able to solve problems as for processes and products.

This research has been carried out within the FA.RE Fashion Research Lab of the University of the Studies of Campania, Luigi Vanvitelli, also thanks to the contribution of a number of graduation theses which dealt with these topics. This research path starts from a restoration strategy of Campania handmade traditions, and of fashion enterprises analyzed as real "cultural veins", and takes its steps from some almost-forgotten fashion manufacturing, to the elaboration of experimental contemporary styles for Neapolitan men's tailoring. This research path analyzes, first of all, the traditional production ways of the Neapolitan tailored jacket, which we are going to try and go deep into, thus to create new models to approach the topic of customization of fashion products.

The main characteristic of Neapolitan tailoring tradition lies in the centrality of the human body. It is scanned through very attentively, in order to carefully draw the necessary measurement to adjust the item to the client's body, and then manufacture the chosen fabric in the best way.

2. NEM: A BIO PROJECT OF MEN'S TAILORING

Starting from the Neapolitan tailoring that has been carrying out a completely handmade tradition for more than a century, the study of a capsule collection of jackets produced by a successful Neapolitan company that has worked since its origins on the concept of tailoring and tradition has deepened. The KITON company has "serialized" the production of the jacket, keeping intact the whole Neapolitan sartorial tradition, from the measurement of the garment on the customer, to the cut of the selected fabric, up to the realization of the final product. In this sense, having under control all the production phases, it was possible to create a product with a control of all the processing phases. The men's sartorial chain, in fact, that develops in the Neapolitan territory towards the end of the 1800s, has solid roots and rooted in the essence of Made in Italy. Born from the English sartorial tradition but develops autonomously in the Neapolitan territory thanks to the creativity and the genius of its tailors who perform an important work of deconstruction and modification of the jacket. The armor of the jacket is the same but the materials are different; this is due in particular to the different climatic conditions that the Campania climate has compared to the English one. A much more temperate and warm climate, in fact, conditions the use of much lighter and more breathable fabrics, so the tweeds and the English heavy wools replace the fresh wool and the very light silk cashmere often mixed with silk that allow the use of jackets even in the Neapolitan temperate climate. Another innovation is the partial or total elimination of the inner lining. The Neapolitan unlined jacket is in fact the real surprise in the men's tailoring that makes the garments of many Neapolitan companies very light and wearable in all seasons. This path of adoption of increasingly particular materials of the Neapolitan tailoring shoulder is developed thanks to the constant reference with companies in the industrial district of Biella, which is consolidated for the Kiton company system thanks to the acquisition of the historic Barbera company in the same group. Our project experiments a capsule collection of 4 jackets designed in collaboration with the Alta Sartoria course present in the Kiton company, to develop a system of jackets with a low environmental impact. The first step of the research method was to look for materials with low environmental impact in production, and in particular, companies were selected to produce natural yarns with certified techniques.

Natural fibers and eco-friendly yarns are becoming an increasingly concrete choice in the field of clothing and furniture and for this reason the fashion system is increasingly attentive to the use of these fibers that respect the environment and ensure the union between well-being, economy and ethics that characterize the entire path of the production chain. Natural fabrics are produced using yarns coming from naturally existing fibers, through mechanical processes without undergoing chemical procedures that modify the structure. For the NEM project were mainly analyzed types of natural plant fibers, such as hemp, cotton, flax, nettle, soy. The main source of impact of the fabrics in the textile supply chain is definitely the dyeing sector and for this reason we have gone

towards the research of a company that produces yarns and dyes from natural fibers with an eco-sustainable process. The dyes derived from vegetable or mineral extracts have been since the first civilization the only way to dye fabrics and yarns, later, with the use of chemical dyes, the slow processes and natural extracts have been almost completely abandoned or forgotten. Our research has therefore focused on companies that have recovered some ancient dyeing recipes that, carried out with modern equipment, have allowed to obtain soft or intense colors of particular beauty and quality results that guarantee replicability.

The optimization and standardization of dyeing processes achieved by these Italian companies, allow to determine a range of primary colors that, properly mixed and stabilized in a final step with substances deriving from milk proteins, ensure not only a wide range of colors, but excellent guarantees of solidity with washes, sweat, light and rubbings. The entire dyeing process has a low environmental impact, takes place no more than 30 ° and energy consumption is reduced to a minimum. In the finishing phase, after the dyeing, softening agents based on Aloe Vera are used, giving the treated product a fragrance and lightness that finally translates into a guarantee of healthiness and well-being for the people who work there, for the environment and not last, for final consumers. All four jackets produced are in fact made with yarns and anallergenic colors that do not create any kind of problem in contact with the skin.



[Figure 2] Pure natural pigments of plant origin

3. RESULTS

The final result of the analysis conducted among companies operating in Italy for the production of yarns from natural fibers, with a check carried out together with the expert of the Kiton company fabrics, the following fibers were selected for the NEM capsule collection: hemp, bamboo, nettle, and soybeans all with particular characteristics that we will soon describe below and that lend themselves to a sartorial processing for the hand that the fabrics based on these yarns possess. Hemp is resistant and easy to grow, having urticant characteristics does not require the use of pesticides and herbicides. High up to 4 meters, it is a plant with strong roots that reduce soil erosion; alternating it with other crops, it can contribute to rehabilitating polluted land and enriching it naturally by increasing its productivity thanks to a strong contribution of nitrogen. Finally, it is one of the most efficient plants in converting carbon dioxide into oxygen. The range of fabrics obtainable from its fiber is very wide: thanks to the

modern processes of maceration and degommaggio, it has been possible to spin titles up to 36,000 metric which is equivalent to the thinner linens used in clothing.

The used hemp fabric is:

- it is highly protective because it filters 95% of ultraviolet rays and shields from electromagnetic fields
- creates, in contact with the skin, a micromassage that promotes blood circulation
- has considerable absorption power and easily disperses body moisture.

Being a hollow fiber, it is characterized by a thermostatic effect that allows to develop a sort of "natural insulation" thanks to which it is possible to perceive a feeling of freshness in summer and warm in winter, creating an optimal body microclimate without causing bacterial proliferation. often causes bad odors. It can be washed in the washing machine and the washings make it more and more soft and pleasant, and also the fabrics made in intimate blend with other fibers like cotton, silk, wool and cashmere are very interesting; it is easily tinged, assuming particular nuances and a high, special shine. The hemp fiber is particularly suitable for use for men's tailoring also due to its characteristic of being both soft and resistant. Despite having a similar appearance to linen, which produces folds at right angles, those of hemp are rounded and tend, if not to disappear, to attenuate significantly, so that the garments can be worn several times, while maintaining a pleasant appearance and without having to be ironed every time, which in the jackets often for linen jackets becomes a major problem. Another fiber used for a jackfruit was bamboo, a pure cellulose fiber and, similar to hemp, can be grown without the use of synthetic chemical fertilizers, pesticides or defoliants. Its rapid growth means that the harvest can take place every 2 or 3 years, avoiding the devastating processes of deforestation. The structure of the bamboo hollow-shaped fiber gives the fabric the property of insulation, that is an excellent effect of perspiration and at the same time the preservation of heat. The fabric is soft and delicate to the touch and, at the same time, resistant to use and washes. It is also a hypoallergenic fiber and an excellent shield against ultra-violet rays.

The nettle is a vegetable fiber obtained from *Urtica dioica* or wild nettle, a perennial herbaceous plant of the Urticaceae. In view of its high resistance to pathogens and stinging properties, its cultivation does not require the use of herbicides and parasiticides. Nothing is lost on the nettle: the textile fiber is obtained from the bark, with the inner part producing cellulose for extremely valuable paper; the fresh ends and leaves provide a highly nutritious product for zootechnical use. The Nettle is a very fine fiber, for some characteristics even more than cotton and hemp: long, shiny, soft, uniform, strong to torsion and elastic is very resistant, because unlike other fibers, its strength increases with the spend some time. The fabric that is obtained is antistatic, hypoallergenic, resistant and has a good absorption capacity and is characterized by an "airy" texture, similar to linen, but with a brilliance similar to silk. The last fiber used for the NEM project but perhaps the most interesting in the prototyping for men's tailoring is soybean which is a recent type of fiber obtained from the by-product of the processing of the soy pod, from which a soft, soft fabric is obtained. above all environmentally friendly, but above all it is a biodegradable fabric, with a minimal or no environmental impact. Nicknamed the vegetable cashmere, it is very easy to treat and has the ability to absorb dyes better than other fabrics, so that they can be saved during use during the coloring process, it also has a remarkable color fastness and is not very flammable. It is a vegetable fiber that has a great capacity for perspiration, air permeability and ability to retain heat; the use is suitable on hot days, where, in the presence of the sun, protects the skin from harmful rays, also has the generous characteristic of protecting the health of the dermis and is resistant to bacteria. Soy, offers all the advantages of natural fibers and in intimate melee, with wool or cashmere, silk, hemp, nettle, linen and cotton, increases its resistance, has an elastic capacity that allows a stretch suitable to follow the fabric the bodily forms favoring visual and tactile elegance to all the garments. Another interesting feature is that it does not even affect ironing and it is still sufficient to do it at low temperatures, without using steam.

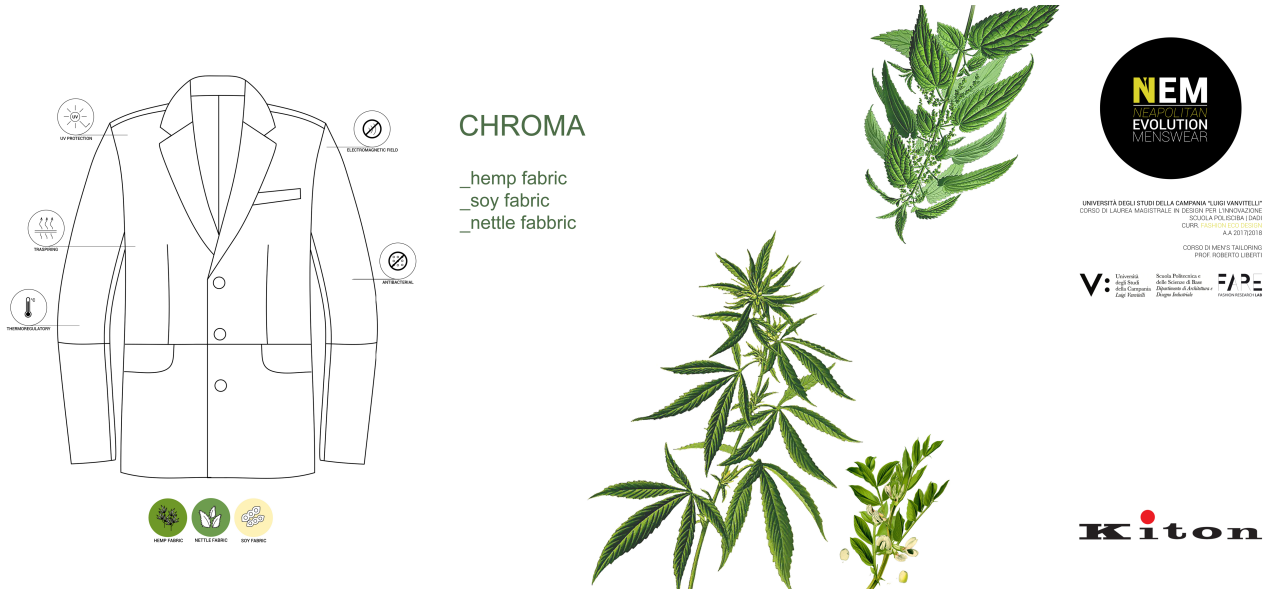
Here are the names of the 3 capsule collections that gave life to the Four jackets prototyped according to this zero emission model:

CHROMA from the greek for skin, an experimental project to create a jacket that blends classic men's tailoring and materials leading to beneficial effects. The scope is to solve the most common problems businessmen encounter whilst travelling, using materials - hemp, nettle and soy fabric - that improve thermal-regulation and comfort. Therefore, the jacket, which is softer and lighter, becomes a second skin that adapts every moment of the day.

ETHICS are the moral principles that allows to assigns a person' behaviours: Eco is the interaction between organism and their environments. Ethico is the establishment of the ethic values to positively improve the ecosystem such as the Eco Ethics. With the term Etico the jacket capsule collection completely in bamboo fabric, breathable and reflective UV, antibacterial and with a high potential of thermoligulation.

CHANGE WT is a experimental jacket thought for a meddle-eastern clientele and ii created for its thermal regulation properties. For this reasons KITON textile was combined with the bio-material hemp, inserted into the

collar and cuffs.



[Figure 3] Project CHROMA o jacket in hemp, nettle and soy fabric.

3. CONCLUSION

The NEM project exhibited and presented during the Men's fashion Week 2018 in Milan at the Palazzo Kition was also submitted to the commission of the Italian National Chamber of Fashion evaluating eco-sustainable projects born in Italy in recent years and is being evaluated, and gave as an important output the possibility of integrating young professionals with experience in environmental issues of process and product in a textile company that is working experimentally on this topic thanks to this kind of project.



[Figure 4] Project CHROMA –hemp, soy and nattle fabric



[Figure 5 Project CHANCE – WT in hemp fabric

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