



Katty Fashion

Founded in 2003, **Katty Fashion Ltd** is a Romanian textile company, member of *the Romanian Textile Concept Cluster Bucharest* – the biggest cluster of the Romanian Textile Industry – and, also, of *the European Textile Platform for the Future of Textile and Clothing* , experienced producer of the entire range of women outerwear, specialized in short series and customized clothing, processing a large spectrum of woven and knitted fabrics and using all types of accessories.

Maintaining high quality standards for its products and services, the company has built durable, long-term business relationships both with European partners as well as with several collaborators – suppliers, producers, regional development agencies, educational and research institutions - from the local and regional market.

The company is located in one of the largest cities in Romania, Iasi - the most important economic center of the NE Region (Moldavia) - being an active and reliable member of the community to which it belongs.

Since 2010, the company has been developing an own eco-friendly project - *the Concept of Eco-Chic Ethical Wear for Ladies*: Creating highly fashionable collections using 100% organic materials to combine personal social responsibility of maintaining and protecting the local and global environment with the ensuring of wearing beautiful and ecologically healthy clothing.

Katty Fashion Ltd is a competitive company with a real desire of innovation, interested in the development of ecological textile products of hemp and flax - plants extremely valuable in the context of sustainability.

The bast fibres - a valuable resource for sustainable development of the European Textile and Clothing Industry

Proposer organization: Katty Fashion Ltd, RO

EC workprogramme topics: **INNOSUP-01-2016-2017: Cluster facilitated projects for new industrial value chains**

Opening Date: 08/11/2016

Closing Dates: 04/04/2017 (1st stage) ○ 07/09/2017 (2nd stage)

Motivation

Textile and clothing products are manufactured, distributed and used in huge quantities in the worldwide, their processing and consumption having major impact under the social and environmental aspect. The development of textiles and clothing industry has to serve mankind making the production processes more ethical and reducing their negative impact on the environment, so do not compromise the future of the next generations.

Grown in a sustainable manner and having a huge potential of eco-friendly processing, the bast family fibers - **hemp and flax** - are now underused resources for a sustainable development of the European Textile and Clothing Industry, able to provide, grace of new knowledge acquired in the areas of textile biotechnology and organic textile finishing processes and other green technologies for efficient use of natural raw materials, innovative, affordable and natural products with conserving ecological balance and increasing the quality of life.

Hemp and flax – amazing textile fibers for developing sustainable value chains



Ones of the oldest cultures of fibers in the world, these amazing plants can be processed almost entirely, in a large variety and flexible combination of products for a wide range of uses, also providing a sustainable and annually renewable source of energy and recyclable resources.

Hemp and flax fibers: natural, extremely durable, UV and mould resistant

- woven or knitted fabrics for fashion industry
- protective clothing
- home textiles
- handbags and shoes
- ropes, cordage
- canvas for painting or tires



By-products uses

- Hemp and flax short fibers serve as a raw material in the production of paper, bags and cloth for packaging.
- The automobile industry uses the hemp and flax fibers for manufacturing parts such as door panels and dash boards.
- Composite materials like plastic, fiberboard, wallboard, roofing tiles, insulation, paneling, bricks and reinforced concrete can be made from the compressed inner short hemp and flax fiber.
- The bulk of the woody stalks can be used for paper, animal bedding, oil absorbent, soil amendment, chemicals, plastics and eco-friendly fuels.

- The seeds of hemp and flax are excellent nutritional sources for humans as well as for animals, providing quality fats and proteins.
- The seeds of hemp and flax are pressed for producing high nutritional value oils for nutrition and, also, used in healthcare products, cosmetics, paints, varnishes or lubricants.



Challenge

Awareness and attract the interest of relevant stakeholders for an effective partnership among technology providers, experts and SMEs in the field of textile industry to create a structured environment for innovation and development, enabling those SMEs to implement the new performing technologies and business models, thus boosting the building of a dynamic and competitive industrial value chain for organic flax and hemp across the Europe, from agricultural fiber crops to finished products designed to fashion industry, medical or technical uses, through reviving the local industries already actives and setting up new profitable companies.

Proposed objectives:

- Providing a holistic and long term strategic vision for building a new chain of value for hemp and flax, from farmer to consumer, including the new processing, manufacturing, application and marketing opportunities.
 - Building a structured environment for innovation and development aiming to offer an integrated support service to enable different actors involved in specific phases of processing hemp and flax fibers to improve their technological base and increase their potential of innovation.
 - Introducing a new collaborative business approach that efficiently boost the fast development of local and regional relevant industries.
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Key research partners

- Textile education and research institutions and technology providers in EU and Associated Countries, that promote the development of high-tech and innovative textiles from hemp and flax fiber, interested in transforming the sector into a dynamic and competitive industry.
 - Industrial partners active or interested in target value chain (e.g. process equipment manufacturers, fibers and filament producers, fabric & non-woven producers, fashion and composite manufacturers)
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Waiting for your expression of interest
in sustainable build together,
thank you for your kind attention,

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