Paper B46

"Sustainable design, customization and new technologies applied to finished leather"

New marketing strategies and paradigm shifts for the tanning industry

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Introduction

The new millennium brings with it a paradigm shift that has to do with the reorganization of the industry. The sustainability of the industry will be the radical change that lies ahead, that is, production of products with unique, personalized, high quality design, originality and creativity. This process involves key components, and political exploitation of natural resources without damaging the environment, recycling unused raw material, green engineering, and optimization of natural resources. These social changes that have to do with awareness of the "care of the environment", are already seeing in the developed First World, which is why these countries have taken measures and regulations to be achieved in the short term, where the advance of technology tends to achieve sustainable development while minimizing environmental and social impact. And here involved SOCIAL DESIGN, ECO-FRIENDLY and COSTUMIZACION product that will be the way to where you should go the tanning industry. In this globalized world, we can not stand aside, we must find new tools to develop innovation in the finished leather, with research, testing different materials, new techniques, and overall design, we offer the market a new product and competitive .
This essay aims to make known this new social paradigm, in order to be applied in the tanning industry, with a high value on innovation and creativity

Materials and methods

Overall context of sustainable industry

Sustainable development proposal is the most important political, economic, social and environmental conceived in recent decades, mainly because globalized environmental issues and their answers, internalized political environment as a planning tool at government level, and showed that social and environmental degradation go hand in hand. This new development model based on three interdependent pillars: economic growth, social development and environmental protection. Its general objectives and essential requirements cover changing unsustainable patterns of production and consumption and protecting and managing the natural resource base of economic and social development.
The aim, highlights the critical importance of sustainable use. The growing demand for these products represents a great challenge for the tanning industry in Argentina, as well as for designers, because our country for its bio-environmental features and products are extraordinary opportunities for the development of sustainable products.

Social design, how to apply the tanning industry

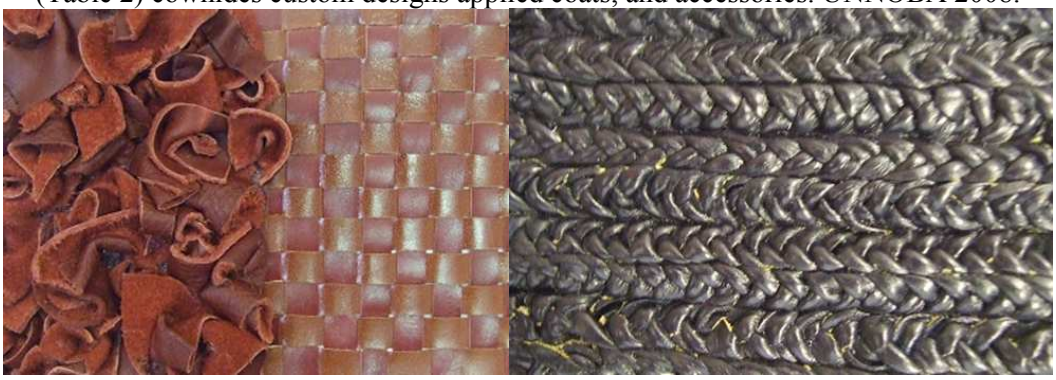
Internationally we see an increasing interest in the care of natural resources and the planet, much of society and even more by the younger generation. This new ideology supports the

importance of the functionality of the new materials, products made with traditional techniques, almost pre-industrial, the inclusion of ethical and responsible production and trade fair. It's easy to think then, that in an economy of mass production is incompatible ethics.
In this context, we understand that "Social Design" must adapt to these basic principles, that meet the criteria of quality and respect for all involved in the leather value chain. As the social design's main objective is to visualize changes and problems that arise in societies, and seeks to find solutions to these problems with the intervention of various actors. We think then that the design can meet a social role, or because of it, we can rearrange a sector of society that produces objects, clothes, shoes, furniture, etc. Not only as pieces of design, but also combine different materials and combining them to do something good for society and the environment.

(Table 1) cow hide with hair pierced with inlaid pieces of different leathers for detrás.exposición CUIR A PARIS LE 2010

Although at present the productions based on ethical concepts, even associated with luxury brands by higher costs to produce accused of elements almost exclusively and so, in many cases, the traditional way. From this concept, many companies already have the look, not mass production, and excessive, which often leads to exaggerated production of season and then become lost, but on the contrary, be interested, more on meeting the needs of comfort, awareness for the care of the environment, and of course to incorporate the technology for their benefits to help the industry and society. Will be a great challenge for companies of this century, to adopt more socially responsible behavior. Perhaps this is the time to start producing with social responsibility. Since the materialistic industrial society, disciplined, violent, obsessed with mass production, is blurred by the incorporation of ethics, commitment, responsible trade, and fun. Features that help to humanize a society fast, efficient, computerized, virtual and digital. We conclude that the "Social Design" not only covers the field of aesthetic and functional, but also "includes". We refer to the word include, as applicable to a functional part of a company, this refers to decent work, with the possibility of including marginalized sectors of society in the form of cooperatives, neighborhood associations, etc.. Also refers the inclusion of discards, scraps, pieces of leather cut or stored in warehouses for several seasons and have lost value in themselves, the use of traditional techniques in use, and use of waste and waste from the string of producción.Con intervention design, all the above could be applied to the tanning industry, with critical thinking and open new marketing policies and development, but above all, visionary.

(Table 2) cowhides custom designs applied coats, and accessories. UNNOBA 2008.



The leather industry and the fashion system

During the hundred years between the beginning of industrial society and 1960, the obsession of production found in the long industrial series, not only to dispose of large stocks that accumulated the feverish industrial activity, but also the need to handle , centralized organization with an iron, the oil of the fashion system. Opposed to all this makes his appearance early in this century, ethical fashion, a trend that highlights the possibility of creating a space away from productivity-based inequities and ethical components.

For some decades ago, the fashion system and the consumer society as we know it today are changing their habits, their customs, their way of thinking and living. These changes are due largely to technological advances that every day we offer new products to be consumed in order to further facilitate our daily lives, and partly by new systems of human relations, internet, Facebook, twitter, etc.., all new social networks that make we are all connected and surfing anywhere in the world in just a moment, chatting with friends by sending an email for work or simply looking for the latest trend major global fashion capitals, London, Paris or New York. Another important factor in the change of thinking are climate change, although many still refuse to accept these changes are becoming stronger and are noted throughout the mundo.Podemos say then, that there is a society in transformation and that this transformation because of its size and depth, led to the dismantling of the fashion system, which is starting to get out of mass to start working on an individual basis and reflected in society, the scope of manufactures artisanal scale, customized with respect to human resources and care for the planet. These rafters caused an immediate disruption in the industry, and a necessary reorganization of tasks. This reorganization will be conducive to industrial and drive the search for quality and excellence. Fashion and industry, both lined up in a reorganization which will settle in the range of tastes and needs of different consumidores.A times, it seems that the changes will not immediately associate of, and therefore tend to believe that what matters is today and now, without realizing that we make a mistake. Companies that survived their time are those that could be projected to the future, making changes in their plants, but mainly by making major changes in their visions. It is here, where the way forward, the trajectory of a company not based on mass production of an era, but is built over tiempo.Se should be able to spot trends before others social, and therefore the changes they bring, this is what makes the difference

Costumizacion of products: "finished leather"

Customization can be defined as the process of transformation of products in which the client (customer) is actively involved in the outcome of what will be consumed. Therefore, we are in a stage of their own desire to consume and therefore unique creations and the possibilities are endless. There is great potential of consumers willing to consume exclusivity is not necessarily linked to luxury, and therefore pay for it, so companies should consider the

possibility of including customization process in its portfolio of soluciones.Con displacement fashion to a system is generally thought in the renovation industry, based on growth of "small series" in detraimiento garment with long massive series. Furthermore, the search for an authentic customization, with an industry organized around the new materials may be applied and customized designs games costumizable multiple variations in its colors and textures. Technological advances applied to industry, as well as the appreciation of craft skills, give this possibility. There is a penchant for choosing this type of products where the premise is individualized, personalized and unique. Mindful of the finite planetary resources and their careless use in the industrial stage, society, perhaps in a pendulum, dismisses the waste and the economics of abundance, for a measure of reuse of their actions. This causes some very important needs in the ability to manage a few very distinct references and thus requires important changes in both the production plan and support functions in the management of the company.

(Table 3) The work of a craftsman is reflected in the development of these spectacular shoes, designed for the exclusive Italian brand, exposure of Novo Hamburgo BRAZIL 2008

While current facilities that give meaning to fashion are: New York, London, Paris, Milan, Berlin, Barcelona, Tokyo, and also because, Buenos Aires, and they who are still imposing its

trend, will finally be people that can make their own synthesis from the authoritarian fashion and independent designers. Will reflect personal identities, the construction of identity will be organized as small groups. No coincidence that today, sports, music and urban sub-groups, are a quarry productions generating images of shared trends. It is an incipient awareness of this issue, and as well as groups, designers, manufacturers, consumers, and are acting to futurology. Despite the difficulties, the number of companies involved in the leather value chain that are anticipated to fulfill the ideology will be dominant in the coming decades, is slow but steady climb. This causes some very important needs in the ability to manage a few very distinct references and thus requires important changes in both the production plan and support functions in the management of the company. It is notable, however, the presence of this new trend in trade fairs tanner over the world, as well as universities, design colleges, museums, print media, etc..

Results and discussion

Eco-friendly and leather, what is the future?

We have already referred to the paradigm shift that he sees the consumer society, not only in fashion but also the lifestyle in general, from the place we choose to live, body care and health, to the car we buy or the choice of the next vacation. As we have seen, there is a return to the choice of organic products, which do not harm the environment and meet the basic requirements of ethical trading, responsible, and sustainable. So how can we apply these concepts to our industry?. We note that it comes in a not too distant future, is the reorganization of the industry, with eco-friendly products that do not pollute the environment in its manufacturing process, and respond to patterns of production certified. Many companies are already considering this issue, and a solution created a system to regularize the production processes that have the least impact on the environment, and have established standards that must be met for short and medium distances. On the other hand, there is internationally, an increasing appreciation by consumers of certified products, these concepts apply primarily to products aimed at niche luxury. Is that there is a growing preference by consumers to natural products, eco friendly and biodegradable. According to market research that have taken place in the world's top three markets (U.S., Europe and Japan) 31% of consumers expressed greater interest in "green" products, that is natural, since they can an important contribution to reducing global warming because of its characteristics of biodegradability characteristic that makes it to disintegrate within months, whereas synthetic materials can take centuries.
It certainly captures the fashion trend towards the use of clothing "green" and continues to generate its lifecycle based on the production and marketing of products, but with some environmental awareness. As an example we can mention Adidas, which recently launched line Grun ("green") which ensures that its products (mainly shoes) are made of recyclable materials, as well as materials from the recycling of other products . Likewise, Nike has also launched its Considered line and accompany their products with labels indicating the use of 100% recyclable materials. In other words, both companies are working on tomorrow's industry, with less energy, more eco-friendly materials, the environment and renewable energy.

(Table 4) Adidas shoes designed with recycled materials "grun"

(Table 5) Bob Merv (design director) and Peter Fogg (Nike senior designer) stated that: In order to develop this line concerned (consideration for the environment) designers working on the Nike team, working with waste to create their designs and incorporate the use of solvent free adhesives that do not pollute the environment

The role that technology occupies in this new paradigm

Sequentially the leather industry was aggiornamiento to changes in fashion was imposing, thanks to advances in technology was searching for new components developed lighter skins, soft and elastic with the incorporation of laser machines have been developed leather cuts and perfect drawing.

But technological advances in the tanning industry is gradually moving into experimenting with microelectronics, biology, and nanotechnology, which have allowed the incorporation of new processes and materials, so far unthinkable. has even gone so far as to incorporate nanotechnology for the benefit of producing leathers with aromatic essences.

(Table 6) "unique" laser-cut leather for students of fashion design career. UNNOBA 2008.

(Table 7) "unique" leather-clad laser cutting, and application of handmade flowers. Novo Hamburgo, Brazil 2008.

Nova Company, a Portuguese company caused something of a stir to present this new idea "leathers" fragrance in the fair of Bologna in the autumn of 2007. The system is to add microcapsules inside one side of the leather, as leather is rubbed, is laying off its aroma as a graduate. This is part of the search for new roads and add value to the scalp, with the hope of attracting new consumers. But while the tanning industry is always accompanied and followed the fashion, today the incorporation of technology gives us the opportunity to compete in much the same way, with smart textiles, offering a wide range of products produced with high level of sophistication and exclusivity is.

(Table 8) finished leather, displayed with the latest trends in applied technology. Le Cuir a Paris September 2010

Companies are already developing such products in the leather industry

The tanning industry has begun to international century with major changes. They obey the demands by consumers and progress in other fields of science and technology have dramatically changed consumer expectations regarding products and fine leathers presentación.Si new applications designed to grow rapidly, no doubt fashion takes up even the center of the scene and big changes are verified with respect to consumers. It is increasingly difficult to segment consumers, that preferences are not confined to social strata or age. An interesting example is the rise of a new category of luxury, with brands and prices within reach of every one growing volume of customers. We categorize these products as affordable luxury, which emphasizes new materials, technology, ecology, and also organic products.

(Table 9) armchair upholstered in cowhide with hair, worked by hand, exposure of Novo Hamburgo Berlonzi BRAZIL 2008, is a Brazilian company that produces hand-made finished leather. Apply an incredible talent to transform a simple skin, exceptional. Sell your products to the European market.

Conclusions

Throughout this research, I discovered not only that we are in a process of changing social, cultural, and industrial, but I was amazed by the reality that we present before our eyes, and perhaps never stopped to think, given the pace of life we live, work, deadlines and production accelerated, forcing us to isolate any limits collide with reality. For all those who belong to this great and noble leather industry (tanneries, chemical, craftsmen, industrialists, teachers, etc.). I think we are presented before us a great challenge, which will make us aware of the reality we live, and which must necessarily be modified by intervening in the way we work, our thinking and even our way of life. This new paradigm gives us an extraordinary field for the sector more competitive, but with a more human and authentic, a multidisciplinary team with designers, engineers, and practitioners from different disciplines. In this way we can continue providing our consumers with innovative products sustentabilidad.Solo criteria we have to reflect and develop a new system in a timely manner without losing sight of the personal commitment to sustaining the human quality that will be the impetus development of a philosophy that respects the natural and social environment.

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