



MONDAY, SEPTEMBER 21, 2009

## NYFW: AirDye with Costello Tagliapietra

When S/S 2010 **Costello Tagliapietra** hits the store, the clothes will be the first to display the AirDye hangtag. **AirDye** is a new technology that considerably cuts down water waste in the dying process of textiles. AirDye basically uses heat & paper to transfer the color onto the fabric and can create hundreds of colors and patterns, all in all saving about 25 gallons of H<sub>2</sub>O for a single garment!

Already popular in the interior design crowd, will the fashion crowd be embracing it all around? Here's why they should:

**The textile industry is the third largest consumer and polluter of the world's water.** The World Bank estimates that **17-20% of industrial pollution comes from textile coloring and treatment.** It has identified 72 toxic chemicals in our water solely from textile dyeing, 30 of which can't be removed despite purification processes.

**Why?** Traditional dyeing and printing requires gallons of water, chemicals, and large amounts of energy to fuel a multi-step process: high-power jets force dye through water and into fabric, after which the fabric is dried, washed to remove excess dyes, and finally dried again.

--Read more [here](#), AirDye technology

Thanks also to Melissa Lafsky for covering this in her "Fashion Grows a Conscious..." article in [Discover](#) magazine

POSTED BY A M ATELIER AT [9/21/2009](#)



*Look from the Costello Tagliapietra SS2010 from NY Fashion Week, Sept 11, 2009*



*detail shot*