

# Award-Winning Fashion Agency Brings Cactus Leather to Australia Ahead of Earth Day

Slyletica offers a wide range of eco fabrics including 'Desserto' to entrepreneurs & influencers looking to start a fashion brand

FOR IMMEDIATE RELEASE

16 April 2020

Melbourne, Australia: Slyletica, a leading fashion agency and pioneer in the manufacturing space, is excited to announce they are introducing the latest innovation in sustainable fabrics, Cactus Leather, to Australia ahead of Earth Day on April 22nd.

Founded in Mexico, the cactus leather Desserto won the international Green Product Award 2020 in Germany last month. The organic material is made from turning nopal cactus leaves into vegan, cruelty-free leather.

Older leaves are taken from organically grown nopal cactus plants, cleaned, crushed, and left to dry in the sun for three days prior to manufacturing.

The material is sustainable, organic, soft, durable enough to make clothing and accessories and partially biodegradable - unlike other vegan leathers which are made from PVC or plastic.

Working closely with the supplier of the leather, Slyletica is proud to add another eco-friendly option to its diverse library of materials and offer it to their growing database of clients looking for environmentally friendly fabrics for their lines.

Slyletica's range of eco-fabrics includes materials like wool, tencel, linen, organic cotton, hemp, modal, bamboo and most recently Econyl yarn by Carvico - a fabrication made from repurposed and recycled fishing nets.

## About Slyletica

Slyletica is Australia's leading fashion agency and the only in the world that offers a complete end-to-end solution for anyone wanting to start an athleisure brand. Slyletica will work with over 250 influencers and entrepreneurs by the end of 2020 to build activewear and athleisure collections in an industry being disrupted by social media influence.

Slyletica was recently named the Business News Australia Young Entrepreneur for manufacturing, wholesale & distribution, 2019 Melbourne Winner; won the Business News Australia, 2019 Top 50 Entrepreneur Award; won the Australian Review, Award for Top Fashion Agency 2018, was in Australian Financial Review's Top 100 Fast Starters in 2018, and was the fastest growing fashion agency on the list.

Slyletica was founded in 2015 by husband and wife team Simon and Yetta Rawadi. Simon and Yetta originally developed their own activewear label, learning how to navigate design, production and selling in the process. They were soon inundated with requests by other entrepreneurs wants to create their own labels and that is how the concept was born. They have since managed to build a multi-million dollar business working with over 750 brands around the world.

Any clients of Slyletica are assured with the company's quality and ethical codes of conduct being incredibly stringent. The design, production and marketing teams are based in-house in Melbourne. Meanwhile, their partner factories and fabric suppliers around the world are fully-vetted, with bi-annual third party audits to ensure every factory meets industry criteria for fair wages, fair hours, no discrimination, environmental compliant, risk assessment training, and no child labour, amongst other criteria. If a factory cannot provide acceptable audits, they are not even considered to join the Slyletica network.

For all media enquiries please contact Slyletica:

Chloe McQuoid

[chloe@slyletica.com](mailto:chloe@slyletica.com)

0422 838 857

#### **Contacts**

Chloe McQuoid

0422838857

[mailto: chloe@slyletica.com](mailto:chloe@slyletica.com)