

THE ENVIRONMENTALLY FRIENDLY LEATHER DESSERTO MADE OF NOPAL IN MEXICO

Since 2019, in the State of Zacatecas in México, the [Adriano de Marti company has been producing Desserto®](#), a highly sustainable and environmentally friendly organic material made of Nopal cactus. Produced in a large variety of colors, thicknesses and textures, this material is a vegan alternative to animal leather for the fashion industry, and its success quickly had an impact internationally.



The innovation was developed by Adrián López Velarde and Marte Cázarez, two entrepreneurs working in the automotive and fashion industries and motivated to contribute to the great environmental challenges for a more sustainable planet.

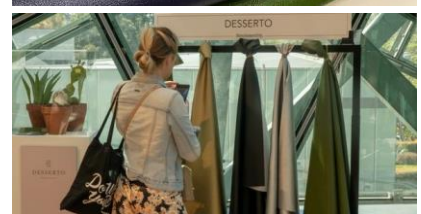
After two years of research and development to offer cruelty free and sustainable alternatives, without any toxic chemicals, they managed to create an innovative leather through a production process that uses a natural and very abundant resource in Mexico, the nopal. The new material has competitive features compared to animal or synthetic leather, such as sustainability, performance and aesthetics. The trade name of this material is Desserto®.



Desserto® is a highly sustainable plant-based material made from cactus, which is characterized by its great softness at touch while offering a great performance for a wide variety of applications and complying with the most rigorous quality and environmental standards. The cactus material Desserto® has the technical specifications required by the fashion, leather goods, luxury packaging and furniture industries. The new leather is partially biodegradable, breathable since it is a product free of phthalates and PVC and lasts up to 10 years, approximately the same as animal skin. Regarding the color, thickness and texture, they are fully customizable to the client's needs.



This material, also known as cactus or nopal vegan leather, was successfully showcased in 2019, when the Adriano de Marti company was also created to implement its production. The company is equipped with a cactus plantation in Zacatecas, where they grow the raw material, and a production plant in Guadalajara where they manufacture the innovative leather.



On its website, the company summarizes the great advantages of Desserto new product for environmental sustainability and to strengthen local economies:

- [Enhancement of cactus cultivation](#). Cactus is a natural carbon sink, with a great CO2 sequestering capacity. Cactus is a resilient species that can grow in severely degraded soils, which are inadequate for other crops. Enriching soil micro-flora and micro-fauna through native and typical organic cactus afforestation the company also contributes to regenerate soils. The water is absorbed by the plant itself from humidity present in the atmosphere and it only takes 200 liters to



grow one kilogram of cactus biomass, compared to 1000 liters average to grow the same kilogram from other crops. The use of cactus for the production of Desserto can also be associated with its use for food production, contributing to create an attractive added value to this crop and avoiding changes in land use. The new added value can stimulate farmers to plant more cactus, contributing to the local economies.

- [Sustainable farming and production process](#). The plantation does not use an irrigation system for the cactus, which grows with rain water. Cactus is also grown in an organic farming system and no chemicals are used in the plantation, such as herbicides or pesticides. The cactus selected by the company is very resilient and strong, it can handle low temperatures during winter without dying and its thorns are very small so it is easier and safer to harvest. Cactus is left unharmed to enable repeated harvesting from the same plant. The company selects and cuts only the mature leaves of the plant without damaging the cactus itself. After being harvested, every 6-8 months, the leaves are left to dry in the sun for three days until they reach the necessary humidity. Therefore, there is no additional energy used in the drying process. Finally, the organic raw material is processed to form part of the new product. It takes approximately 3 leaves of cactus to create one linear meter of Desserto.
- [Contribution to a sustainable fashion industry](#). The website of the company summarizes the main aspects of the serious environmental impact of the current fashion industry. The company contributes to reducing this impact through a specific high-quality product and also by stimulating other actors in the needed work for new sustainable solutions. The Desserto natural material is also and above all a vegan alternative to the unsustainable and negative current practices of animal breeding for the production of animal leather. In March 2021 the [People for the Ethical Treatment of Animals PETA](#) awarded the company Adriano Di Marti for the vegan leather Desserto, for its ability to meet the growing demand for ecological leather that respects animals.

Thanks to the quality of the product and the sustainable process adopted for its manufacture, Desserto has already received countless prestigious international recognitions. For example, in 2020 Desserto won the [VII International Green Product Award in Munich, Germany](#) as the most innovative and sustainable material alternative to animal leather, beating more than 1,400 nominees from 52 countries. The company won the [Monte-Carlo Fashion Week 2020 \(MCFW\) edition](#). The company also won the Good Design Award Gold Accolade at the [Australia's International Good Design Awards 2020](#). The fashion giant [H&M presents Desserto](#) in a new sustainable collection launched in March 2021 to highlight the textiles of the future.

The company has also produced, patented and put on the market [Deserttex®](#), an automotive exclusive material which aim is to provide premium brands a highly sustainable cactus-based material which performs up to the industry standards.

On the Desserto website, useful information is available to know the characteristics and different applications of the company's products, the ongoing activities and [to establish contacts](#).

To know more

[Desserto website](#)



[Desserto in Facebook](#)

[Deserttex.com](#)

[Article in fibre2fashion.com](#)

[Article in good-design.org](#)

[H&M collection 2021](#)

[Article in atlasofthefuture.org](#)

[Desserto in veganfoodliving.com website](#)

[Desserto in designboom.com](#)

[Article in veganfoodliving.com](#)

[Article in coolhuntermx.com](#)

[Article in mxcity.mx](#)

[Article in fashionunited.uk](#)

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