



ALPACA MONTHLY NEWS

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EDITORIAL

BEAUTY IS IN THE EYE OF SYNTHETIC FIBRES

Whereas most of us are believers in the overall beneficial health properties of natural fibres (alpaca, of course !), it doesn't hurt once in a while to see what's going on in the parallel world of synthetics.

Advances in nano-technology have spawned a new generation of synthetic fibres that are seemingly capable of anything. A recent announcement by Premiere Fibers Inc. of Ansonville, North Carolina, USA is a good example.

The company is a member of Universal Fiber Systems LLC and, together with Rhodia Fibras, Brazil, has formed a partnership to introduce Emanas® - a polyamide 6,6 smart yarn - in the United States and Canada.

Emanas features bioactive crystals that are embedded in the yarn to provide cosmetic and performance benefits including the capability to improve performance during exercise and reduce muscle fatigue; enhance thermoregulation; and reduce the appearance of cellulite and give the skin a youthful, smooth appearance.

According to Rhodia, the yarn absorbs infrared radiation from the wearer's body and re-emits it as a far infrared (FIR) wave that then interacts with the body and promotes stimulation of the circulatory system.

It is claimed that a person who wears garments featuring Emanas for at least six hours a day over the course of 30 days will realise the cosmetic benefits.

Rhodia introduced Emanas in the South American market some five years ago and into the European market in 2012.

The yarn is featured in lingerie, athleticwear and even denim jeans offered by various European and South American brands.

Premiere Fibers will produce Emanas for the US and Canadian markets and no doubt play a prominent role in satisfying both the fashion and beauty requirements of millions of consumers.

**THE INTELLIGENT
PERFORMING
FIBER**

SHAPE2

CAMELID CLIPS

PERU AT THE FIFA WORLD CUP IN BRAZIL

Peru may not have qualified for this year's World Cup in Brazil, but that doesn't mean that they won't have a presence at the tournament as Peruvian cotton will be used to make uniforms for six teams participating in the finals.

Peruvian cotton, particularly its Pima and Tanguis qualities, is known worldwide for its high quality.

"Peru will be present at the World Cup as we are manufacturing the clothes that will be used in the sporting events," said the advisor in Brazil for the Peruvian government's commercial promotions body, PROMPERU, Antonio Castillo. The list of teams that will wear Peruvian cotton jerseys is due to be revealed shortly.

Castillo explained how PROMPERU had been able to support Peruvian textile businesses in making transactions abroad with their Expo Perú fair, which was held in Belo Horizonte, Brazil

"The idea was to help them to achieve internationalisation and a large group of Peruvian companies from the textile and clothing sector were able to close deals related to the next World Cup," Castillo said.

"Peruvian manufacturers from the Gamarra Emporium in Lima sent 260,000 shirts to Brazil last November with a value of US\$700,000 and, up to February, has exported products with a value of US\$3,000,000 so far this year," he added.



ALPACAS AT RISK FROM INCREASED VOLCANIC ACTIVITY IN MOQUEGUA

Over the past few weeks intense eruptions from the Ubinas Volcano have generated serious concerns about the safety of inhabitants living in close proximity to it.

Ubinas is situated in the Region of Moquegua on the border with the Region of Arequipa - it is 65 kms (40 miles) from the city Arequipa - and, for the the communities of San Juan de Tarucani, Querapi, Anascar-

pa and Sacohaya, the main activity is alpaca farming. The Mayor of San Juan de Tarucani, Floro Choque, commented, "We're currently in discussions with the Regional Government of Arequipa and the Instituto Nacional de Defensa Civil (Indeci) - the National Civil Defence Institute - about the possible need to evacuate families affected by the increase in activity from Ubinas."

"The ash and gases from the volcano is destroying the grazing pastures and watering areas of the alpacas and we have asked our local armed forces to prepare a contingency plan to evacuate up to 30,000 alpacas and llamas from the Province of Sanchez Cerro, if necessary, via lorries to Pasto Grande and the Reserva Nacional de Salinas in Arequipa."

Inhabitants from the community of Querapi, located 5 kms (3 miles) from the volcano, have already been relocated on a permanent basis.

The Instituto Geologico Minero y Metalurgico (Ingemmet) has reported that the smoke emanating from the volcano is reaching an altitude of up to 2,000 metres (6,500 feet) and has alerted all authorities in the area that the ascent of magma in the volcano's chimney is continuing and shows no sign of abating as yet.

THE GLAMOUR OF ITALIAN FASHION 1945-2014

Until the landmark 'Sala Bianca' catwalk shows held in Florence in the 1950s, Italy was not known for its sense of style.

The shows, coupled with a number of Hollywood films shot in Italy throughout the 1950s and 1960s, marked a sudden and dramatic transition, propelling Italian fashion onto an international stage.

As a result, box office stars such as Elizabeth Taylor and Audrey Hepburn became the ambassadors for Italian style.

To commemorate this, an exhibition entitled "The Glamour of Italian Fashion 1945-2014" is currently on show at the Victoria & Albert Museum in London until 27th July. On display are around 90 outfits and accessories by leading fashion houses from Valentino and Gucci to Prada, Versace and Roberto Capucci.

For further information visit: <http://www.vam.ac.uk/content/exhibitions/exhibition-the-glamour-of-italian-fashion-1945-2014/>



Alpaca Fiesta Manager, Cesar Lutgens, signing-up a participant for this year's Alpaca Moda during Peru Moda in Lima

THE SEARCH IS ON FOR YOUNG TEXTILE DESIGNERS OF THE FUTURE

A sea change in the alpaca industry is gathering pace where the industry's future appears to be in the hands of designers, rather than technicians, these days.

Firstly, the IAA had a stand during last month's Peru Moda in Lima to promote this year's Alpaca Fiesta in Arequipa which will feature its 3-day fashion event, Alpaca Moda.

Secondly, and as encouragement to young designers, a new initiative was launched in Arequipa recently:

The French Institute, Alianza Francesa de Arequipa together with the Instituto del Sur (part of the San Pablo Catholic University) and alpaca fibre processors, Michell & Cia., S.A. recently launched the First Arequipa Festival and Competition of Fashion Design which is open to young designers.



Cesar Lutgens giving an interview to the press about Alpaca Moda during Peru Moda.

Each entrant will receive 3 kgs of alpaca yarn from Michell in order to present 10 textile designs which will be judged and put on display to the public from 25th to 27th June.

The winner of the competition will receive a scholarship from the French government to study for one year at any fashion design school in Europe; the runner-up will receive a scholarship to study for 2 months at the Instituto Mod'Art in Lima and third-placed will be able to study for a term in the textile

department of the Instituto del Sur in Arequipa.

Mariana Masias, Textile Design Director of the Instituto del Sur and who herself previously worked as a designer in Arequipa's alpaca industry, commented, "There are many young people in Arequipa who possess a flair for design. We need more initiatives to nurture and channel their talent for the benefit of the alpaca industry as a whole. Only in this way will we see creativity transformed into future commercial success.



IAA ALPACA MONTHLY BULLETIN

The IAA Alpaca Monthly Bulletin is aimed at keeping members informed of news from the IAA. We encourage any member to supply articles of interest to update members about developments in the Camelid world. Articles with a human interest angle are particularly welcome.

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