

NY Fashion Week: Costello Tagliapietra Premieres AirDye Fabrics in Spring 2010 Collection

by Emma Grady, New York, NY on 09.13.09



Credit Greg Morris / Insight Visual

Friday night I braved the rain -- strapped on my [vegan heels](#) and headed downtown -- for [New York Fashion Week's Costello Tagliapietra](#) Spring/Summer 2010 show and the high fashion debut of [AirDye](#) -- a dying and printing technology we've covered [here](#) -- that uses 88-95% [less water](#) than typical textile industry water consumption -- at Milk Studios in New York City.



Credit Greg Morris / Insight Visual

Costello Tagliapietra incorporated AirDye taffeta into half of the dresses in their collection. The comfortable yet form fitting dresses -- inspired by colors found in the natural environment -- were breathtaking; reminiscent of grecian goddesses, curve-complimenting, and the idyllic attire for a warm Summer night. According to the Life Cycle Assessment of the AirDye process, each dress dyed with the technology saves 45 gallons of water, 95 megajoules of energy, and 3 kilograms of greenhouse gases.

Costello Tagliapietra and AirDye

After the show I spoke with Bonnie Julian, a designer of AirDye fabrics who worked with Jeffrey Costello and Robert Tagliapietra to create the beautiful prints used in the Spring/Summer 2010 collection. The brooklyn-based designers sought our AirDye and wanted their fabric designs to reflect nature. They brought photographs of seascapes and landscapes to Laurie and in just four weeks -- from conception to completion-- AirDye had their high fashion debut on the runway.

Read more on AirDye -- the printing and dyeing process -- and its environmental impact, after the jump.

page: [1](#), [2](#)

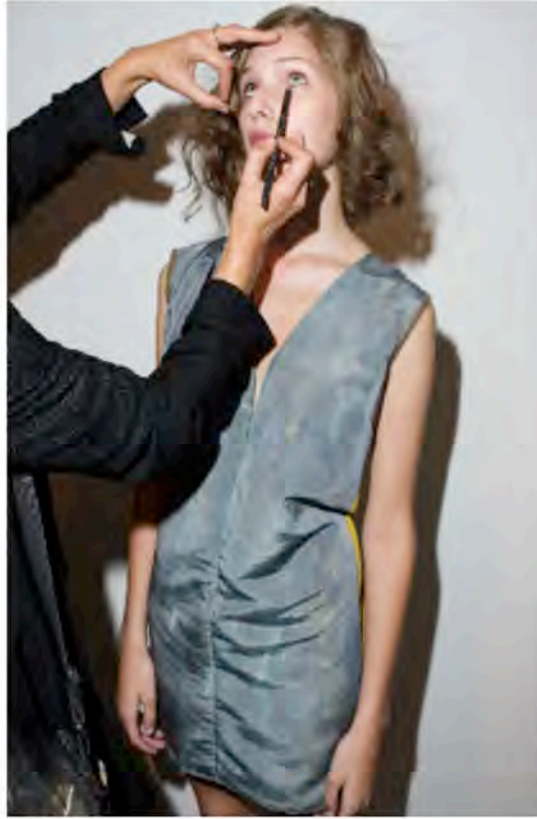
NY Fashion Week: Costello Tagliapietra Premieres AirDye Fabrics in Spring 2010 Collection

by [Emma Grady](#), New York, NY on 09.13.09

(Page 2 of 2)



Credit Greg Morris / Insight Visual



Credit Greg Morris / Insight Visual

The AirDye Process

AirDye is a process of dyeing synthetic materials that deposits color inside -- as opposed to on -- the fabric. The proprietary dyes are transferred from recycled paper onto fabric using heat and used dyes and toners are recycled into tar and asphalt. It can be used for dyeing chiffon, chintz, jersey, satin, and any fabric made with synthetic fibers; customized to any color or design, and also for printing reversible fabrics. The greenest option is to use AirDye on recycled fabrics.

AirDye technology -- brought to market by Transprint -- a Colorep, Inc. company -- saves energy, water, and greenhouse gasses. A detailed environmental report on the effects of AirDye -- conducted by research firm FiveWinds International -- is available online at [AirDye](#).

More New York Fashion Week

[Hessnatur to Kick Off NY Fashion Week with "World in your Hand" Tee Launch Party at Whole Foods](#)

[New York Fashion Week: IFAW's Tails For Whales Launch \(Video\)](#)

[New York Fashion Week: Summer Rayne Oakes' Eco-Fashion Forecast \(Video\)](#)

page: [1](#), [2](#)