Eva Manzana · Clean Industry

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Country: El Salvador · San Salvador **Category:** Clean Industry **Impact Areas:** Circular Economy **Stage:** Ideation **Team Size:** 1 **Website:** https://evamanzana.com

Elevator Pitch

Eva Manzana transforms discarded men's clothing into upcycled fashion and home goods. Conscious design inspired by the growing secondhand textile market in Central America (El Salvador).

Climate Problem

The textile industry is one of the most polluting in the world. In Central America, thousands of tons of clothing are discarded every year. Eva Manzana intervenes in that waste stream before it becomes trash.

Solution

We transform discarded men's clothing into upcycled women's fashion and home decor items. Each piece is unique and handmade, turning textile waste into sustainable design with added value.

Revenue Model

Direct-to-consumer sales through digital channels and local markets. In the medium term, we plan to expand into made-to-order and wholesale sales, building a circular fashion brand with a regional presence.

Target Market

Young women aged 20 to 35 in El Salvador and Guatemala who are environmentally conscious and have an affinity for sustainable brands, independent design, and responsible consumption.

Social Impact

Indigenous Peoples, Women

Demand Evidence

The secondhand market in the region is growing steadily. Flea markets and the demand for sustainable brands among young Central Americans confirm that consumers are ready for the next step: circular design.

Competitors

There is a growing upcycling movement in Guatemala. In El Salvador, the field is virtually untapped, which gives Eva Manzana a first-mover advantage as a local circular design brand.

Founder Expertise

I have a bachelor's degree in Strategic Design and am currently pursuing an MBA with a concentration in Strategy. I have worked in the fashion industry in El Salvador and am familiar with garment manufacturing and production processes.

External Support

None so far.

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