SAMAY ANDINA · Clean Industry

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Country: Peru · Cusco **Category:** Clean Industry **Impact Areas:** Adaptation, Circular Economy **Stage:** Ideation **Team Size:** 1 **Website:** —

Elevator Pitch

Revaluing ancestral textile knowledge and recognizing that sustainability is inherited through cultural transmission, we will use alpaca fiber in conscious and emotional designs as a breathable, thermoregulating, and biodegradable alternative to synthetic

Climate Problem

SAMAY Andina addresses textile pollution, microplastic waste, and overconsumption driven by synthetic fast fashion by promoting durable garments made from natural Andean fibers and regenerative design principles.

Solution

SAMAY ANDINA creates durable garments using alpaca and natural Andean fibers as biodegradable alternatives to synthetic textiles, combining regenerative design, slow fashion, and emotionally conscious consumption to reduce waste and overconsumption.

Revenue Model

SAMAY ANDINA will generate revenue through direct-to-consumer sales of regenerative garments and wellness textiles, limited capsule collections, collaborations with sustainable tourism brands, and future licensing of sustainable textile designs.

Target Market

SAMAY ANDINA targets conscious consumers seeking sustainable, durable, and wellness-oriented fashion alternatives to synthetic fast fashion, particularly people interested in slow living, natural materials, and culturally rooted design.

Social Impact

Indigenous Peoples, People Living in Extreme Poverty, Women

Demand Evidence

Recent reports indicate increasing pressure to reduce dependence on polyester and other petroleum-derived textiles due to pollution, microplastics, and textile waste.

Competitors

There are alpaca brands, but most focus on traditional fashion or luxury retail. SAMAY ANDINA distinguishes itself by combining circular fashion, thermoregulating natural fibers, cultural transmission, and sustainable lifestyle design.

Founder Expertise

I bring experience and knowledge in sustainability, forestry and environmental systems, business strategy and exports combined with a strong interest in regenerative design, Andean cultural identity and conscious consumer behavior.

External Support

Currently, SAMAY ANDINA is in the early-stage concept and validation phase. We have conducted independent research on sustainable textiles, regenerative fashion, and Andean fibers, and are now seeking mentorship, validation, and network suppot

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