



Sisters Clare and Fiona were inspired by family hikes in New Zealand and America | Photo source [Asmuss](#)

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OUTDOOR FASHION BRAND USES FABRIC MADE FROM CASTOR BEANS

 FASHION & BEAUTY

The fabric offers elasticity, thermal protection and quick drying, and the designs are made to last

Spotted: The London-based company Asmuss is a brand of sustainable female clothing that creates season-less, practical designs to be worn in multiple situations. The designs are made to last longer, without requiring much washing.

From the fibres, which are made from recycled nylon and polyester, repurposed yarn and innovative bio-based castor bean fibres, to the final packaging, [Asmuss says](#) their collections try to be kind to the body, the environment and the people making the clothes.

Central to the brand's collection is their bio castor bean fabric made from EVO®, a polyamide fibre derived from castor bean oil. The brand says that castor beans offer a sustainable alternative because they aren't a food crop and grow easily, without requiring large amounts of water.

In terms of practicality, a fabric made from castor beans offers elasticity, thermal protection and quick drying. Moreover, because the fibre does not provide a favourable environment for bacterial growth, it is good at keeping odour from sweat minimal. This all makes the fibre a great companion for adventuring. After the fabric is woven into pieces at their factory in Sweden, a water repellent film is applied to make it even more convenient.

The brand was created by sisters Clare and Fiona, who spent a lot of time in nature when growing up. They said that Asmuss developed from family expeditions around New Zealand and travels

through South and Central America. “Our trips highlighted a need for versatile, sustainable solutions that could travel easily and work hard, without compromising on style,” [they say](#).

Named Asmuss in honour of their maternal grandmother, Evelyn Asmuss, the symbol of the Evelyn rose features on their prints and embroidery. The signature bloom frames abstract geometric elements, influenced by a visit to craft and textile artist Anni Albers’ exhibit at the Tate Modern, they add.

While the brand admits that they aren’t perfect and sustainability is something they continue to work towards, they make sure to source locally as much as possible and produce their collections in small amounts, to use less energy and diminish waste.

Written By: Katrina Lane

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Takeaway:

As highlighted by Asmuss, there are many elements that make a product sustainable. From its composition and transportation, to how the people creating the product are treated, to how the products need to be cared for, it’s a holistic process and requires a true labour of love. We hope that as our consciousness for the environment continues to develop, it will be easier for brands to make sustainability the standard.