LOVE HERO Uses Creazioni Digitali and Kornit Digital for Versatile, Eco-Minded Fashion Fulfillment on Demand



The label's designer and co-founder, Joshua Scacheri

With a vision of bringing together brilliant imagery inspired by natural elements and landscapes with a fundamental philosophy of introducing biodegradable fabrics, eco-conscious production processes, and waste-free sales modeling to consumers, LOVE HERO turned to Creazioni Digitali and its Kornit Digital on-demand production capabilities to fulfill the brand's creations. All fabrics are traceable and certified via their blockchain platform, Retraced, to minimize their eco footprint. Cut-and-sew operations take place in Portugal.

The label's designer and co-founder, Joshua Scacheri, recently highlighted his vision of a more sustainable fashion paradigm as a contestant on Amazon Prime's *Making the Cut* reality series. One of his winning designs from the series is now available via Amazon Fashion.

“Producing on demand takes a lot of the risk out of what will or won’t sell,” says Scacheri. “Brands like ours need to create ethical clothing, so consumers become aware that it’s possible, on demand. Selling made-to-order lifestyle apparel is very likely the way of the future. We intend to use Kornit’s technology exclusively.”

“With creations inspired by our environment, and the versatile, environmentally conscious production practices this digital, on-demand capability offers, we’re empowering ordinary people living extraordinary lives,” he adds.

LOVE HERO is currently engaged with Kornit on the mechanics of imprinting silk, biodegradable nylon, and other diverse materials to support Joshua’s brand vision. One such application involves two-sided fabrics—nylon on top, with cotton on the reverse.

“Designers like Joshua stand to educate consumers about responsible production and how it’s now compatible with custom design,” adds Scott Walton, Kornit Digital’s Head of Retail Transformation. “They demonstrate the possibilities for luxury, high street fashion on demand, and empowering designers to see their sketches digitized, printed, and shipped from an efficient microfactory production site. We, in turn, educate the designers, and we’re creating a proximity production ecosystem through Kornit^{X} so they can find a Kornit-enabled print shop nearby to create samples of their designs, and have their collections fulfilled within two weeks.”

“Kornit is committed to becoming the operating system for sustainable fashion fulfillment, on demand,” says Chris Govier, KDEU Managing Director. “With visionary creators like Joshua and LOVE HERO ready to test the bounds of our design and color capabilities, and our growing network of digitized producers ready to make those visions tangible with speed, economy, and quality from all corners of the globe, we’re changing the public percetion of what digital can do—meeting the global sustainability imperative, without demanding compromise from any actor in that value chain.”