



elyaf

HE  
RI  
TA  
GE

by elyaf®



# The Philosophy of Heritage By Elyaf®



Heritage by Elyaf® is the rebirth of colours from mother nature.



The philosophy is being sensitive to human health and being thoughtful of climate change while looking on trends.



No chemicals but only the waste of plants are used to create coloured fabrics.



Natural dye pulp is upcycled back to the nature as fertilizer.



Each item has a unique characteristic & look.

Be in contact



## When Tradition Meets Innovation

Natural dyeing was the one and only method to colour the textile products until the chemical industry innovated synthetic dyestuffs in the initial days of the 19th century.

In recent years with the increasing importance of sustainability, it is not sufficient to approach sustainable fashion only from a technical perspective. It must be considered on decreasing footprint by using natural elements for dyeing processes to create a totally sustainable fashion and being a part of the circular economy.

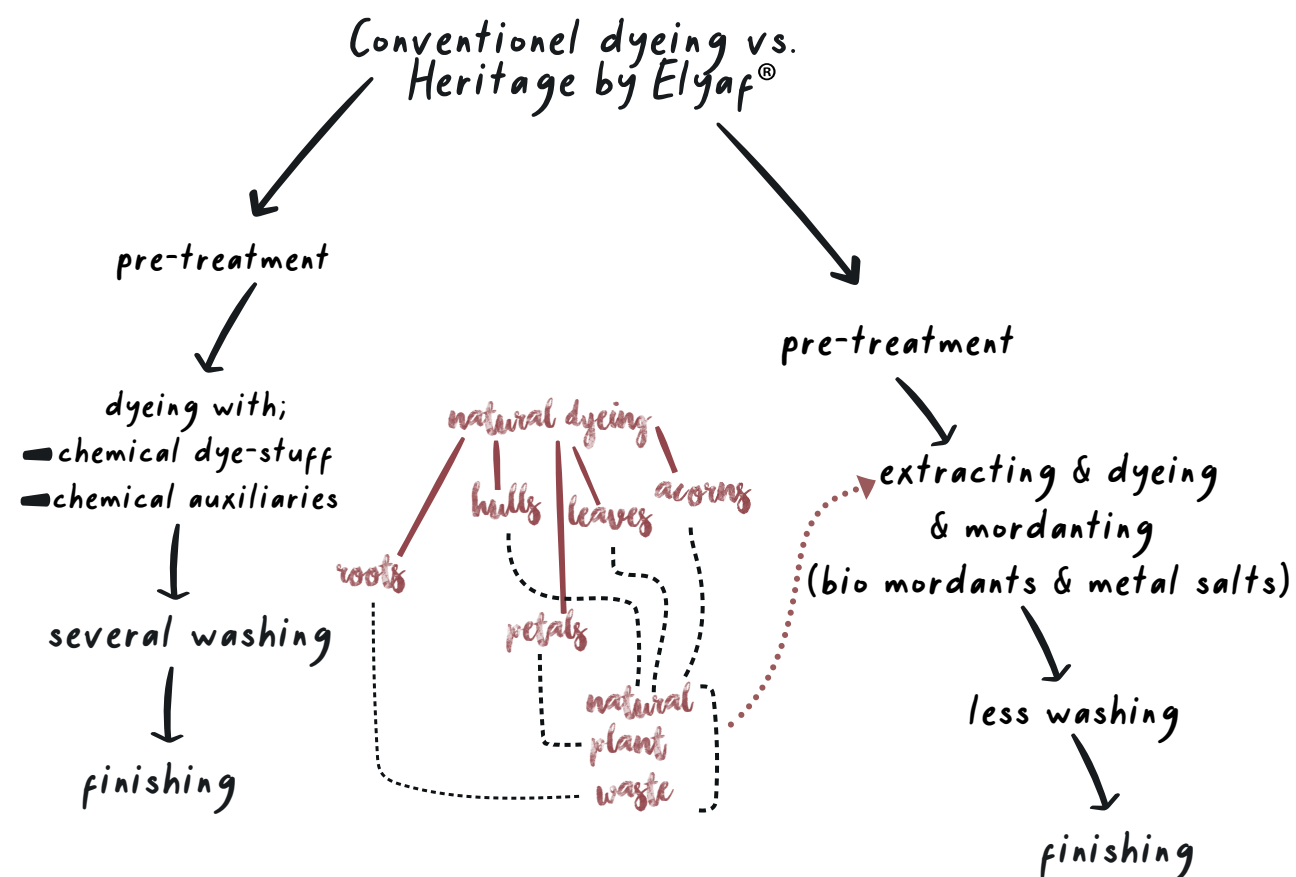
With this tendency, the idea of "Heritage by Elyaf®" came up as inspired by nature and our roots.





# Concept of Heritage By Elyaf®

Plants come directly from mother nature. They are grown in their own habitat. So there are no plantation and plants are procured without using any agricultural land. Therefore, the waste of nature is upcycled to create fabrics communed with nature. All Plants have GOTS Letter of Approval which proofs that they do not contain any harmful chemicals.



# Concept of Heritage By Elyaf®

All fabrics combined with Heritage by Elyaf® are preferred to be sustainably sourced and be in harmony with nature and synchronized with current fashion trends.



*Fiber types used in Heritage by Elyaf® fabrics are;*

- BCI Cotton
- Recycled Cotton (GRS Certified)
- Organic Cotton (OCS Certified)
- Linen (European Flax Certified)
- Hemp
- Tencel™ Lyocell
- Tencel™ Modal
- Sustainably sourced spun viscose (Canopy Green Shirt Labelled, EcoVero™, Liva Eco™ etc.)
- Sustainably sourced filament viscose (FSC certified)
- Recycled viscose branded Liva Reviva™
- Recycled Tencel branded Refibra™

Developed on the grounds of over 40 years of experience in everyday essentials and sophisticated fabrics, Heritage by Elyaf® fabrics are dyed in jet dyeing machines and creates a new vision for sustainability.

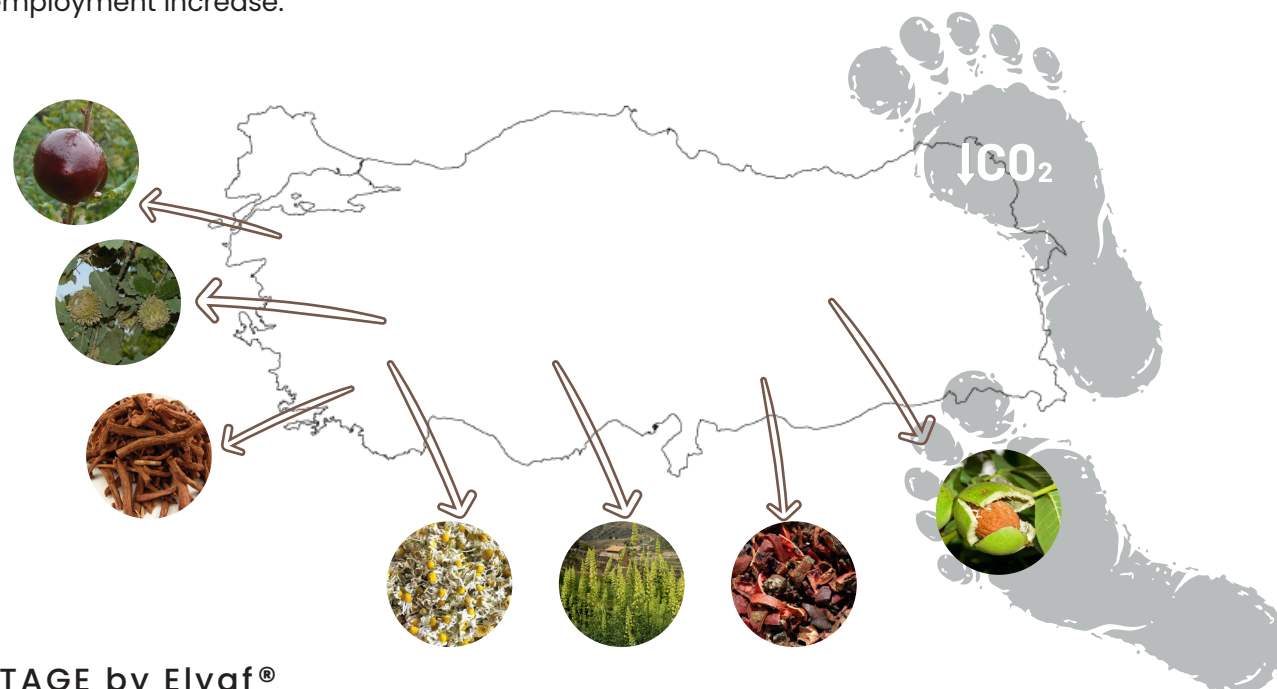


# Why Heritage By Elyaf® is Different

The most important feature that distinguishes Heritage by Elyaf® fabrics from other natural dyeing technologies is that ready-to-use dyestuffs are not used. Plants are picked up by villagers and powdered to be ready to use in dyeing.

The patent application of the unique dyeing technique for Heritage by Elyaf® fabrics has been made (Patent Application Number: TPE 2020/00610). The "Heritage by Elyaf®" brand has been registered both nationally and internationally.

All plant and plant wastes are supplied only from domestic sources to decrease transportation footprint which is another key point of sustainable production. Plants are picked up by villagers, therefore it provides employment increase.



# Why Heritage By Elyaf® is Different

Natural dye pulp is upcycled back to the future as fertilizer. Thereby, totally circular production is done.

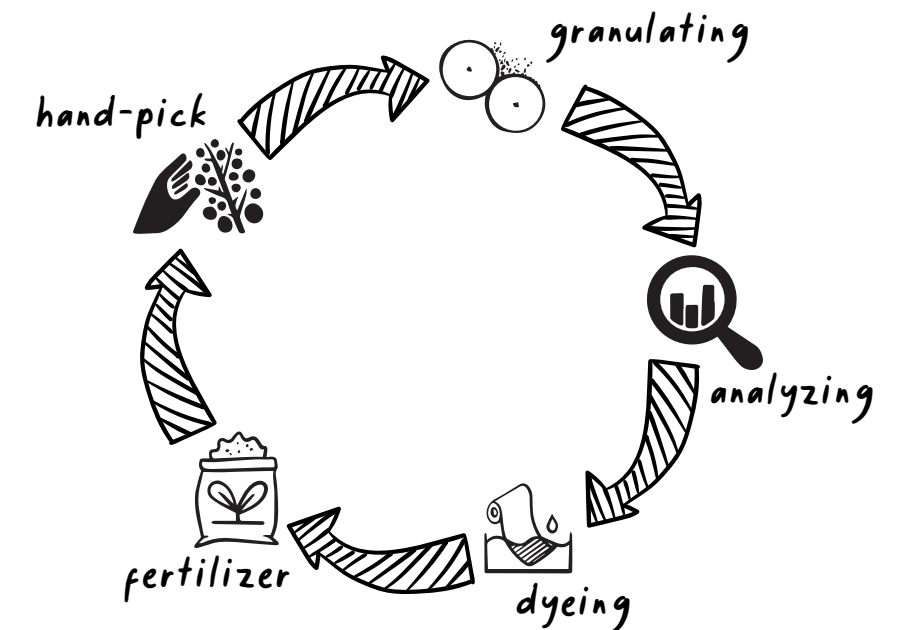
Under the unique Heritage by Elyaf® production method, none of the chemicals in the conventional chemical dyeing method are used. Instead of them, only biomordants and some mordants which are not restricted are used as auxiliaries. Therefore, it ensures healthy working conditions.

Total process savings: Chemical consumption 62%, water consumption 18%, energy consumption 20% less than conventional dyeing method.

Heritage by Elyaf® fabrics have UV protection properties on different levels up to 50+ depends on colour.

Gall Oak, Valonia Oak and Walnut bring fabrics with natural antibacterial and antifungal properties without using any chemical.

Third party testing laboratory, DATU certifies that Heritage by Elyaf® method does not contain any synthetic dyestuff but plant ingredients for colouring.





# Lead Actors and Colour Palette



**GALL OAK**  
*Quercus Infectoria Olivier*



ASPENDOS  
01



ASPENDOS  
02



ASPENDOS  
10



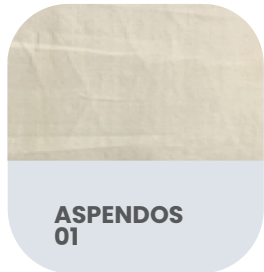
ASPENDOS  
22



ZEUGMA  
01



**VALONIA OAK**  
*Quercus Ithaburensis Decaisne*



ASPENDOS  
01



ASPENDOS  
02



ASPENDOS  
10



ASPENDOS  
22



ZEUGMA  
01



**MADDER**  
*Rubia Tinctorum L.*



TROY  
01



TROY  
02



TROY  
05



TROY  
15



TROY  
16

# Lead Actors and Colour Palette



**WELD**  
*Reseda Luteola*



CAPPADOCIA  
23



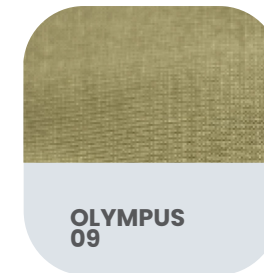
CAPPADOCIA  
03



CAPPADOCIA  
05



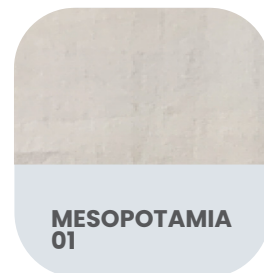
CAPPADOCIA  
20



OLYMPUS  
09



**WALNUT**  
*Juglans Regia*



MESOPOTAMIA  
01



MESOPOTAMIA  
09



MESOPOTAMIA  
10



MESOPOTAMIA  
17



MESOPOTAMIA  
16

# Performance Level

Whereas colour fastness to washing test is carried out according to household laundry, other fastness tests are performed according to ISO standards.

Due to the unique properties of natural dyestuffs, the fastness values may vary according to colour and fabric type.

It is recommended to wash the fabrics with a mild detergent in a gentle cycle.

## COLOUR



## COLOUR NAME

ASPENDOS 02



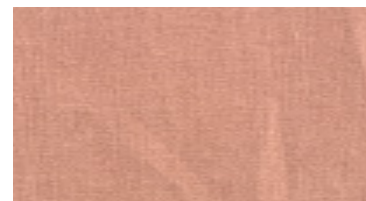
ZEUGMA 01



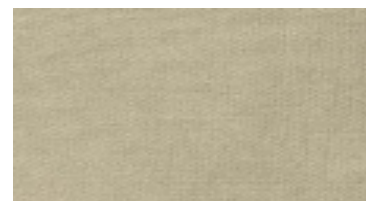
CAPPADOCIA 05



OLYMPUS 09



TROY 15



MESOPOTAMIA 17

## TEST RESULTS

Washing: 3/4  
Water: 3/4  
Perspiration: 3  
Rubbing: 3/4  
Light: 3/4

Washing: 3/4  
Water: 3/4  
Perspiration: 3  
Rubbing: 3/4  
Light: 3

Washing: 3/4  
Water: 3/4  
Perspiration: 3  
Rubbing: 3/4  
Light: 2/3

Washing: 3/4  
Water: 3/4  
Perspiration: 3  
Rubbing: 3/4  
Light: 3

Washing: 3/4  
Water: 3  
Perspiration: 2  
Rubbing: 3/4  
Light: 3

Washing: 3/4  
Water: 3/4  
Perspiration: 3  
Rubbing: 3/4  
Light: 3

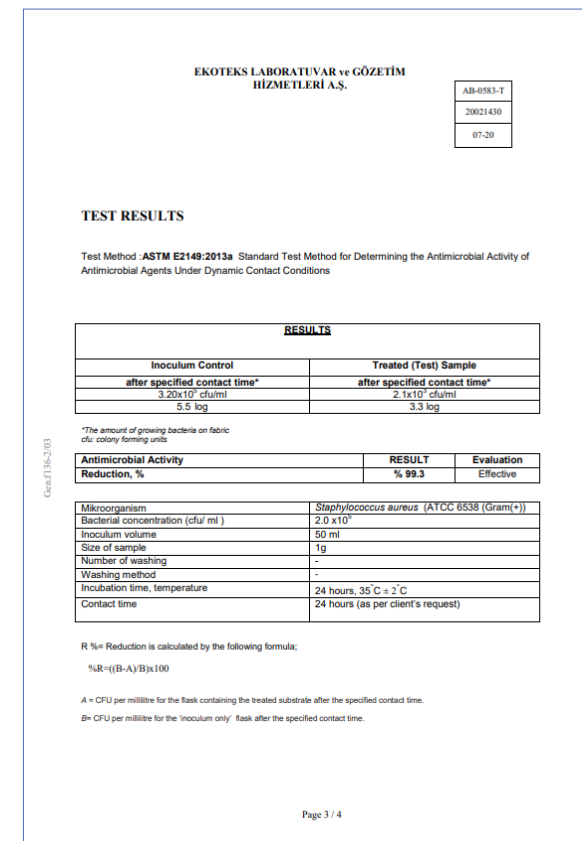
# Certificates



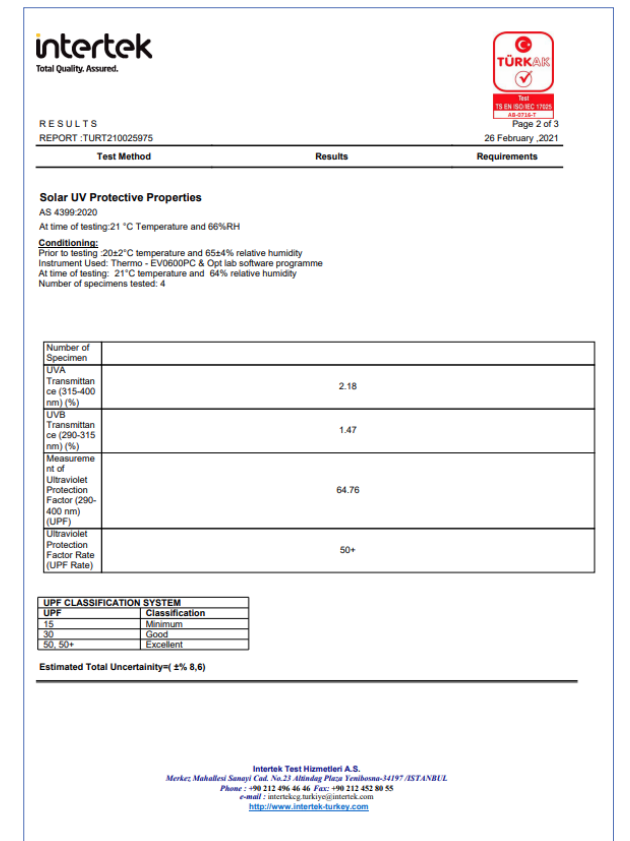
## GOTS CERTIFICATE OF THE PLANTS



## NATURAL DYE CERTIFICATE



## ANTIBACTERIAL TEST RESULT



## UV PROTECTION TEST RESULT







# elyaf

**Elyaf Tekstil San ve Tic. A.Ş.**

Kosab Bosna Cad. No.10 Kestel-Bursa/Türkiye  
t. 0(224) 331 76 80 f. 0(224) 331 76 78  
elyaf@elyaf.com

elyaftekstilofficial

Elyaf Tekstil

Elyaf Tekstil

Elyaf Tekstil

elyafofficial

