



Wienie-Pak

Barbora Mrazkova turns ViskoTeepak Cellulose casing into clothing

ViskoTeepak is popularly known around the world as the leading manufacturer of artificial casing in the food industry. Being a global brand, ViskoTeepak prides itself on tailor-made casing and packaging solutions. A recent relationship with one of our former employees has opened a whole new "Tailor-made avenue" for us. We live in a world where biodegrading and recycling are the key to the future, and now it is on the verge of being the new "cool" in the fashion world!

Barbora Mrazkova – A Young Icon for Sustainable Fashion

The future of fashion has taken a surprise turn in the era of fast fashion. We have witnessed that people are aware of sustainable fashion in the modern age. Barbora Mrazkova's perspective has brought this forward. She is a 20-year-old fashion design student at the Fashion Design School in Prostějov. Barbora has showcased her version of clothing made from recyclable material. Her final work on recycling revolved around this dress designed from Wienie-Pak cellulose casing donated by ViskoTeepak. Yes, you heard that right!

The Road to Inspiration

The talented 20-year-old worked at ViskoTeepak in the Spring of 2019. While working with our team, she noticed that most of the cellulose is utilized, but some is left as waste after being checked for quality. At the same time, she was looking for some inspiration for her school project. Her focus was on ecology, and the subject of recycling came to mind. All the pieces started to fit together. Her idea was to utilize the waste to a certain extent in her future work. That was the turning point for Mrazkova. The teachers recommended that she sign up for the "Young Fashion Creator" competition in Jihlava. Her creativity and expression of design aesthetic impressed the judges. Based on that, she won the first prize.

The Science of the Fabric

The dress was hand-made from Wienie-Pak cellulose food casing, donated by ViskoTeepak. Who knew that cellulose sausage casing could be made into something that looks like an outfit out of a magazine? The whole idea revolved around the clothing being perceived as an art object. For many, this brought back the underlying concept that fashion is legitimate art itself. The most interesting factor about sustainable fashion is one can hardly tell the material after it's made. The material in its original form is a little hard to manage during the production stage of the dress, but once the final piece is complete, the cellulose is hardly recognizable. Primarily, the dress was designed to be an art attraction. The material used is a bit scratchy, but the young designer believes that with proper processing, there may be a way to turn cellulose into a recyclable everyday fashion.

Barbora Mrazkova's dress featured at the Young Fashion Creator competition in Jihlava



Future of Biodegradable Fashion

We fully believe in Barbora Mrazkova's idea of turning waste into biodegradable material for sustainable items in the future. Recycling and minimalism are parts of the emerging trend that we refer to as sustainability. Although Mrazkova's vision of sustainability is not limited to just clothing, hopefully in the coming years, we will be seeing models walking down the runway in more outfits made from Wienie-Pak casing. That's what we call Tailor-Made!