# Genaro Rivas named UK’s rising star in circular fashion by Visa



Circular fashion is gaining significant momentum as consumers and creators alike increasingly seek sustainable alternatives within the industry. In this context, the recent recognition of Genaro Rivas as the overall winner of Visa’s innovative "Recycle the Runway" initiative highlights a pivotal moment for both the designer and the movement towards eco-conscious fashion. Rivas's unique brand blends the rich textile heritage of Peru with contemporary designs, challenging the fast fashion paradigm through ethical sourcing and circular creativity.

During a live event in Central London on 22 May, Rivas was celebrated by a distinguished panel of judges including representatives from the London College of Fashion, British Fashion Council, Ellen MacArthur Foundation, and Vogue Business. His designs emerged from a highly competitive field of applicants, with six selected for their strong commitment to circular fashion practices. Rivas expressed his enthusiasm by stating, “It has been such an incredible experience... Being recognised in this way has provided me with real confidence to achieve my vision of giving fashion a purpose.” This sentiment reflects a growing desire among young designers to engage with the principles of sustainability to reshape the industry's future.

In tandem with Rivas, five other emerging talents such as Gbadebo and Marinava also received recognition, with each designer sharing £20,000 in funding and mentorship. The competition serves a dual purpose: it not only rewards individual creativity but also elevates awareness around circular business models that include resale, rental, and repair systems. Katherine Brown, VP of social impact and sustainability at Visa Europe, underscored the programme's dedication to nurturing future creators, stating, “Recycle the Runway embodies our commitment... supporting the next generation of small business owners.”

Rivas’s success is amplified by his recent appearances at events like London Fashion Week, where he showcased his first men's collection, 'Aerion'. This collection emphasises sustainable fashion through hand-loomed pieces crafted from ethically sourced materials such as alpaca wool and bamboo fibres. By incorporating traditional Peruvian textiles into modern designs, Rivas stands at the intersection of cultural heritage and contemporary innovation. His projects, including 'East Fusion', further highlight his dedication to sustainable practices and community collaboration.

Moreover, Rivas’s commitment to sustainability is reflected in his innovative collections, such as '100% PE', presented at the Fashion Community Week in San Francisco. This line consists entirely of recycled materials, demonstrating his advocacy for eco-friendly production methods. His designs, which focus on gender neutrality and inclusivity, resonate with a broader trend towards sustainable fashion that respects both the environment and social equity.

The growing emphasis on fashion sustainability within educational frameworks is crucial in shaping the industry’s future. Rivas, who recently completed a master's degree in Fashion Entrepreneurship and Innovation at the London College of Fashion, exemplifies how integrated education can nurture creativity while instilling a sense of responsibility towards ecological and ethical practices. His ambition to position Peru as a destination for sustainable fashion mirrors the broader global call for a systemic shift in how fashion is conceived, produced, and consumed.

In summary, the recognition of Genaro Rivas as a rising star in circular fashion reflects a wider commitment to innovation and sustainability within the fashion industry. With initiatives such as "Recycle the Runway" paving the way for emerging designers, the future of fashion is not only bright but also increasingly responsible, fostering a collaborative ethos that champions both creativity and environmental stewardship.

## Reference Map:

* Paragraph 1 – [[1]](https://retailtimes.co.uk/visa-announces-fashion-designer-genaro-rivas-as-the-uks-rising-star-in-circular-fashion/), [[4]](https://www.strandmagazine.co.uk/single-post/genaro-rivas-sustainability-community-and-collaboration)
* Paragraph 2 – [[1]](https://retailtimes.co.uk/visa-announces-fashion-designer-genaro-rivas-as-the-uks-rising-star-in-circular-fashion/), [[2]](https://dxbmediagroup.com/peruvian-designer-genaro-rivas-showcases-collection-at-london-fashion-week/), [[5]](https://gestion.pe/tendencias/moda/genaro-rivas-mi-objetivo-es-demostrar-que-se-puede-hacer-moda-sostenible-noticia/)
* Paragraph 3 – [[3]](https://pe.fashionnetwork.com/news/Genaro-rivas-se-estrena-en-el-fashion-community-week-san-francisco%2C1222599.html), [[6]](https://originsofcjm.co.uk/fashion/genaro-rivas/)
* Paragraph 4 – [[7]](https://www.visa.co.uk/about-visa/newsroom/press-releases.3380353.html)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://retailtimes.co.uk/visa-announces-fashion-designer-genaro-rivas-as-the-uks-rising-star-in-circular-fashion/> - Please view link - unable to able to access data
2. <https://dxbmediagroup.com/peruvian-designer-genaro-rivas-showcases-collection-at-london-fashion-week/> - Peruvian designer Genaro Rivas debuted his first men's collection, 'Aerion', at London Fashion Week, marking Peru's second consecutive appearance at the event. The collection blends traditional Peruvian textiles with contemporary London design, featuring ethically sourced materials like alpaca wool and bamboo fibres. Rivas emphasises sustainable fashion through the use of hand-loomed garments and a colour palette of concrete hues with vibrant accents. His 'East Fusion' project, developed during his studies at the London College of Fashion, further showcases his commitment to innovative, sustainable fashion practices.
3. <https://pe.fashionnetwork.com/news/Genaro-rivas-se-estrena-en-el-fashion-community-week-san-francisco%2C1222599.html> - Peruvian designer Genaro Rivas presented his latest collection, '100% PE', at the Fashion Community Week in San Francisco. The collection comprises 50 pieces made entirely from recycled denim, organic cotton, and alpaca wool. Rivas highlights the importance of eco-friendly materials and packaging, advocating for collaborations with women-led enterprises. The designs are gender-neutral and oversized, reflecting a commitment to sustainability and inclusivity in fashion.
4. <https://www.strandmagazine.co.uk/single-post/genaro-rivas-sustainability-community-and-collaboration> - Genaro Rivas, a Peruvian designer, completed his MA in Fashion Entrepreneurship and Innovation at UAL’s London College of Fashion in 2022. His designs focus on sustainability, collaboration, and community, as seen in his 'Alchemy Of Ashes' collection showcased at London Fashion Week. Rivas integrates traditional Peruvian textiles with modern designs, using materials like alpaca wool, bamboo fibres, and Incalpaca silk. His work emphasises zero-waste fashion and supports global artistry through collaborations with artists from Peru and East London.
5. <https://gestion.pe/tendencias/moda/genaro-rivas-mi-objetivo-es-demostrar-que-se-puede-hacer-moda-sostenible-noticia/> - Peruvian designer Genaro Rivas, known for his innovative and colourful designs, aims to demonstrate that sustainable fashion is achievable. He is pursuing a master's degree in Fashion Entrepreneurship and Innovation at the London College of Fashion. Rivas recently presented a new collection titled 'NN', focusing on eco-friendly materials and ethical practices. He advocates for a perfect alignment between creatives, the government, and other stakeholders to position Peru as a destination for sustainable fashion.
6. <https://originsofcjm.co.uk/fashion/genaro-rivas/> - Peruvian designer Genaro Rivas made his menswear debut with the 'AERION' collection at London Fashion Week. The collection merges Peruvian heritage with contemporary design, using ethically sourced materials like alpaca wool and bamboo fibres. Rivas's commitment to sustainable fashion is evident through the use of handwoven garments and a colour palette of concrete tones with vibrant accents. His 'East Fusion' project, developed during his studies at the London College of Fashion, further showcases his dedication to innovative, sustainable fashion practices.
7. <https://www.visa.co.uk/about-visa/newsroom/press-releases.3380353.html> - Visa launched 'Recycle the Runway', a new initiative from its global Visa Young Creators series, designed to support emerging fashion entrepreneurs committed to circular practices. The competition offers six finalists a share of £20,000 in grants and mentorship from industry experts. The initiative aims to encourage creators to reimagine how they design, produce, and sell fashion, promoting recommerce and sustainable business models. Artist and social media sensation Sophie Tea is collaborating with Visa to encourage designers to participate.