

Enrica Arena

Sustainable Fashion
specialist

Orange Fiber

CEO (2019-Present)

Orange Fiber is the Italian innovative SME that has patented and produces sustainable fabrics from citrus juice by-products. As the CEO, I've run an equity crowdfunding campaign raising 650k € and led the company to a major production partnership (Lenzing - Tencel limited edition product release) and to winning several awards such as the Vogue Yoox Challenge.

Co-founder & Chief Marketing Officer (2014-2019)

As Chief Marketing Officer and project Manager I have been in charge of national and international fundraising activities, grant application, supply chain management. Furthermore, I was in charge of all the dissemination and communication initiatives related to the implementation of the project such as press office and press relations, international startup competition and fair participation and pitching.

Latest lectures

ITCLO - feb 2022

Master in Social Innovation - Case study

Università Cattolica del Sacro Cuore - 2022

Innovation and R&D Management - case study

Milano Fashion Institute - 2019-2022

Fibers & Materials class
Social entrepreneurship

Connecting Cultures - 2019-2021

Out of Fashion - case study

IULM University - 2018-2021

Master in Communication for intl. Relations

Short bio

Born in Catania in 1985, I studied communication and development cooperation and worked in the communication field for the non-profit sector in Milan and as project manager for the Bibliotheca Alexandrina and UNDP-Egypt.

I joined Orange Fiber in 2012 when the idea was just a concept and ever since I am committed to raise awareness and educate different generations of customers about the impact of fashion and the power we all have in creating a better future through our choices.

TEDx

TedX Countdown Luiss - The impact of fashion

What's behind the production of the garments we wear everyday and how innovators are finding alternative solutions to wasteful supply chains? [Find out more here.](#)

TedX Rome - Can Science be creative

Can fashion be not only environmentally sustainable but also a tool for a greener world? [Watch it here!](#)

Other Work Experiences

Vertus Milano - 2021

Stakeholder mapping and solutions proposals for the reindustrialization of a textile production site in Italy

Fondazione L'Albero della Vita - 2013/2011

Corporate business development, Cause Related Marketing and sponsorship proposals, fundraising, events management.

Bic - Openet / SatElections Project - 2011/2010

External and Internal Communication for an e-Democracy project realised in partnership with UNDP Brussels, the EC in the DRC.

UNDP Regional Office - Egypt 2009

Project assistant, events management, content creator.

Bibliotheca Alexandrina - Egypt 2008

PR Specialist in the Public Relations and International Contacts Department

Education

Università Cattolica del Sacro Cuore - 2013/2011

Master's Degree in Development Cooperation - 110/110

IULM Milano - 2009/2008

Postgraduate Master Degree in Communication for Intl. Relations

IULM Milano - 2004/2007

Double degree in Translation and Communication, grade 110/110 and DIPLÔME avec mention très bien - Université de Savoie.

Company Awards

[Vogue Yoox Challenge - 12/2021](#)

[Giovani Imprese Altagamma - 12/2021](#)

[SIT - European Inv. Bank - 10/2021](#)

[Mass Challenge Switzerland - 2020](#)

[MF Supply Chain Award - 2020](#)

[Green Carpet Fashion Award - 2017](#)

[Global Change Award /H&M Foundation - 2016](#)