

New Report: UGG, Gucci, BMW, and 100+ Others Adopt Next-Gen Materials

The Material Innovation Initiative details top brands' strategies for meeting consumer demand for more eco-friendly, animal-free products

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February 3, 2022 – Nonprofit The Material Innovation Initiative (MII) has just published the first-of-its-kind report, [Brand Engagement with Next-Gen Materials: 2022 Landscape](#). This report details how UGG, Gucci, Mercedes-Benz, and more than 100 other leading companies in the fashion, automotive, and home goods industries are using next-gen materials to **meet shifting consumer demand, increase environmental sustainability, and address growing animal welfare concerns.**

What are next-gen materials?

Created through a variety of biomimicry approaches, these high-performance, sustainable, animal-free materials replicate the aesthetics and performance of leather, wool, silk, down, fur, and exotic skins with environmentally-friendly production than current-gen synthetics. MII's report cites more than 100 examples of partnerships, in-house innovations, investments, and advisory services that industry leaders are using to integrate these next-gen materials into their products, including the following:

- Adidas & Bolt Threads
- Allbirds & Natural Fiber Welding
- Nike & Piñatex
- UGG & Lenzing
- BMW & Natural Fiber Welding
- Toyota Boshoku & Spiber
- Mercedes-Benz & Deserttex, Mylo, and AMSilk
- Gucci & Demetra
- H&M & Pangaia
- Hermès & MycoWorks
- Karl Lagerfeld and Amber Valletta & Desserto
- Stella McCartney & Bolt Threads

“With so many new next-gen material options coming to market, brands and consumers will soon enjoy a plethora of exciting options rather than outdated animal-based leather, wool, silk, down, fur, and exotic skins,” says MII’s Chief Executive Officer Nicole Rawling.

Why are brands adopting next-gen materials?

“Animal-free next-gen materials hit the trifecta for today’s brands: they meet consumer demand, hit sustainability goals, and avoid cruelty to animals,” notes Elaine Siu, MII’s Chief Innovation Officer. “This report offers four strategies brands can use to adopt these materials into their products, taking advantage of all these benefits.”

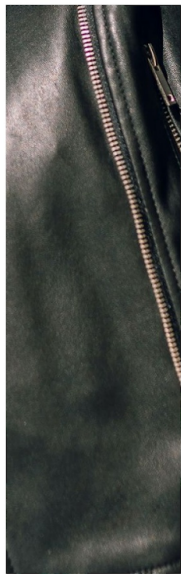
As MII has documented in its [research](#), **consumer demand** for sustainable and cruelty-free products is high – and growing. In the United States, 94 percent of consumers surveyed are likely to purchase next-gen materials, and 90 percent of Chinese consumers surveyed prefer next-gen materials over animal-based materials.

Furthermore, most brands estimate that between 66-80 percent of a product's **environmental footprint** is just from the raw material. Animal-based materials have some of the most significant negative environmental impacts, whereas next-gen materials are poised to have lower environmental impacts than both animal-derived materials and current-gen synthetics. Finally, using animals as commodities for their skin, hair, fur, feathers, or silk inherently involves **animal cruelty**.

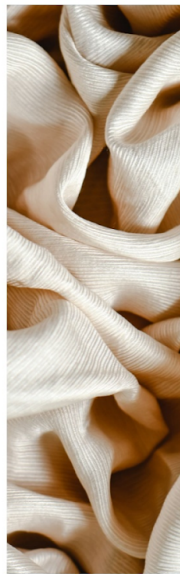
[View the Full Report](#)

About the Material Innovation Initiative

The Material Innovation Initiative is a nonprofit that accelerates the development of high-performance, eco-friendly, and animal-free materials for the fashion, automotive, and home goods industries. MII serves as a critical connector along the path to market adoption for new materials, partnering and consulting with scientists, startups, brands, and retailers to direct the industry toward areas of maximum impact. Learn more at materialinnovation.org



Leather



Silk



Wool



Down



Fur



"Exotic" Skins