



MEDIA RELEASE

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Exclusive webinar explores how the next generation of mycelium materials are accelerating circularity in fashion

Forager and Vivobarefoot discuss how brands can successfully work with next-gen materials in an interactive webinar co-hosted by MII.

To support the development and adoption of next-gen materials, the Material Innovation Initiative has partnered with Forager to deliver an exclusive and interactive webinar, **'Mycelium & Biomaterials: A Growth Industry,'** taking place on March 30 at 11.30 EST.

This hour-long webinar will deliver insights from a leader in the mycelium materials space and an executive of Vivobarefoot, a successful fashion brand. In partnership with Forager as part of the Fashion for Good Cooperative, together they are working to develop and commercialize the next-generation of biomaterials for fashion and apparel. This collaboration with established fashion brands is researching new materials that meet or exceed industry standards, such as biodegradable elastomeric foams and leather-like textiles free of plastics. By fitting into existing supply chains, these new materials also accelerate adoption by an industry and consumers hungry for change.

Nicole Rawling, CEO of MII says "We're seeing so many exciting partnerships between next-gen material companies and leading brands. This webinar is a great opportunity for fashion leaders to discover the key components of a successful partnership with a next-gen material company."

The webinar will cover:

- An introduction to Forager, Ecovative's new next-gen leather and foam division
- Skyrocketing consumer demand for sustainable materials

- Industrializing mycelium materials for hides and foams
- How brands can successfully work with mycelium
- Partnership Q&A with Vivobarefoot

Panelists include Asher Clark, Co-Founder and Design Director of Vivobarefoot, and Gavin McIntyre, Co-founder & Chief Commercialization Officer of Forager.

Gavin says: “Through collaborative partnerships with leading fashion brands like Vivobarefoot, we are bringing together the research expertise, market knowledge, and the vision to bring products and solutions to market that will change our world for the better. The future of mycelium materials is bright, and there is so much to discuss.”

Register to join the webinar for free:

<https://hopin.com/events/mycelium-biomaterials-a-growth-industry/registration>

Contact:

For further information on the webinar please contact MII at events@materialinnovation.org

About MII:

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

About Forager:

Based in New York, Forager develops and tailors advanced mycelium materials for apparel, foams, and insulation. The Ecovative subsidiary leverages the deep expertise of Ecovative’s Mycelium Foundry to grow sustainable materials tuned for performance. Products include vegan hides that are plastic-free, and foams made from mushrooms not petroleum. Through partnerships with leading brands and product developers, Forager is accelerating circularity in fashion, footwear, and automotive industries with the next generation of mycelium materials to meet the fast-growing consumer demand for products that benefit people and planet Earth. Learn more at forager.bio

About Vivobarefoot:

Vivobarefoot are the outsiders of the shoe industry, fighting for a more natural future by reconnecting people and planet. The short-term comfort of foam and air is having a long-term effect on our health – Vivobarefoot wants to change this by making footwear that makes your feet stronger, using wide, thin and flexible design principles that allow your feet to do their natural thing. They add less so you feel more. All Vivobarefoot footwear is produced using sustainably sourced natural, bio and recycled materials. With the aim to protect the planet so you can run wild on it, forever. For more information, visit www.vivobarefoot.com