

NEXT-GEN MATERIALS LOOKBOOK:

APRIL 2024



NEXT-GEN LEATHER



Image Credits: Gucci

GUCCI

Gucci released their new sustainable Cub3d sneaker during Milan Fashion Week, with the shoe's upper made mainly from Gucci's proprietary Demetra leather alternative. The Cub3d sneakers are available in a limited quantity of twenty (20) pairs at Gucci's flagship Milan boutique.



NEXT-GEN LEATHER

THE MERCER BRAND X ADRIANO DI MARTI

Luxury Dutch footwear brand The Mercer Brand collaborated with Adriano Di Marti on their Re-Run Cactus sneaker. The shoe's upper is constructed from Adriano Di Marti's Desserto® cactus leather, and is available for purchase in two colorways and styles.



Image Credit: The Mercer Brand



Image Credit: LØCI

LØCI

Vegan footwear and apparel brand LØCI collaborated with rapper Nicki Minaj on an extensive sneaker collection featuring 11 different styles made from LØCI's maize Bio Leather. As of this writing, the collection is sold out.

NEXT-GEN LEATHER



Image Credit: Hellman's Canada

HELLMANN'S X ID.EIGHT X CORONET SPA X MABEL INDUSTRIES X VEGEA

To bring attention to wastefulness, food brand Hellmann's Canada partnered with sustainable Italian design company ID.EIGHT in creating the limited-edition 1352: Refreshed Sneakers. The shoe is partially made from food industry waste, with the uppers made from a combination of Coronet Spa's BioVeg corn leather, Mabel Industries Uppeal™ apple leather, and Vegea's grape waste leather, among other materials.



Image Credits: Clae

CLAE X ADRIANO DI MARTI X MABEL INDUSTRIES

As part of their new Spring/Summer 2024 offerings, footwear brand Clae released six (6) new sneaker styles with uppers made from Adriano Di Marti's Desserto® cactus leather (pictured above) and Mabel Industries Uppeal™ apple leather (pictured below).



Image Credits: Clae

ZÈTA SHOES X OLEAGO

Vegan shoe brand Zèta Shoes released their Olea sneaker collection made from Oleago's Oleatex® olive leather alternative, available in green, brown, and burgundy.



Image Credits: Zèta Shoes

NEXT-GEN LEATHER

DOLE SUNSHINE X RAIS CASE X ANANAS ANAM

In celebration of Earth Day, accessories brand Rais Case recreated their Vida bag with Ananas Anam's Pinatex® pineapple leather, made from leftover pineapple leaf fibers from agricultural company Dole® Sunshine.



Image Credit: Rais Case



Image Credit: Miomojo

MIOMOJO ITALIA X MABEL INDUSTRIES X OHOSKIN X OLEAGO

At the ME Fashion Awards, Miomojo Italia showcased a multitude of new bags made from Mabel Industries' Uppeal™ apple leather (pictured left), Ohoskin's orange leather (pictured center), and Oleago's Oleatex® olive leather (pictured right). These will be available for purchase at the beginning of June.

NEXT-GEN LEATHER

RIVUS X OLEAGO

Turkish clothing brand Rivus debuted a coat made from Oleago's Oleatex® olive leather alternative as part of their "Less is More" collection.



Image Credit: Rivus

MISCI X AMADEU MATERIALS

Brazilian fashion brand Misici used Amadeu Materials' LaVeg™ natural rubber leather alternative for a skirt and shirt for their latest runway show at the São Paulo Biennial Pavilion.

BIOLEATHER

Bioleather debuted a duffle bag made from their proprietary tomato leather alternative, now available for purchase on their website.

Image Credit: Bioleather



Image Credit: Misici



SOULEWAY

German accessories brand Souleway released a new cherry red colorway and mini-sized versions of their popular Half Moon bag, made from Oleago's Oleatex® olive leather.



Image Credits: Souleway

NEXT-GEN SILK / POLY

MANGO X VICTORIA BECKHAM X EASTMAN

In celebration of its 40th anniversary, Spanish fashion brand Mango collaborated with Victoria Beckham on a capsule collection featuring Eastman's Naia™ cellulosic fiber. Naia™ is used in a suit, dress, and pair of trousers.



Image Credit: Mango



Image Credit: Yohji Yamamoto

SPIBER X YOHJI YAMAMOTO

Yohji Yamamoto and Y's (a sub-brand) launched eight apparel items made from a blend of cotton and Spiber's Brewed Protein™ fiber, exclusively available at Japanese department store Isetan Mitsukoshi.

Image Credit: Mango

NEXT-GEN DOWN

TAT FUNG TEXTILE & PANTHER DENIM X PONDA

To promote their new partnership, premium woven, denim, and print mill Tat Fung Textile & Panther Denim utilized Ponda's BioPuff® as filling for a new vest style.



Image Credit: Tat Fung Textile Co. / Panther Textiles Holding

NEXT-GEN WOOL



Image Credits: Interesting Times Gang

ITG STUDIO X KEEL LABS

At interior design studio Interesting Times Gang's new exhibit, Epiflora & Infauna, showing at Milan Design Week, they unveiled an updated version of their Kelp Chair. Entirely constructed from seaweed-derived materials, ITG used Keel Lab's Kelsun™ seaweed fiber to make the covering for the seat cushion.

NEXT-GEN WOOL/ ACRYLIC



Image Credit: Allbirds

ALLBIRDS X LENZING

Allbirds once again utilized Lenzing's TENCEL™ Lyocell for the uppers of their new Tree Runner Go sneakers. The sneakers are available for both men and women in five different colorways.



Image Credits: Madeleine Dalla

MR. BAILEY X KEEL LABS

London-based designer Mr. Bailey collaborated with Keel Labs on the nautical-inspired Starboard Vest. This experimental vest is made from a blend of Keel Lab's Kelsun™ seaweed fiber and cotton, and filled with 100% Kelsun™ fiber.

SPECIAL FEATURE

This month we are featuring a self-dyeing leather alternative grown from bacteria at Imperial College London. Modern dyeing processes are incredibly wasteful and water-intensive, and the synthetic dyes used (90% of clothing today is dyed synthetically) often contain harmful, toxic chemicals that pollute our waterways. The materials industry is in great need of new ways to dye textile materials, and the research being done at Imperial College London holds great promise to address this issue.

IMPERIAL COLLEGE LONDON

To create their self-pigmenting leather alternative, researchers at Imperial College London genetically engineered a specific bacterial species to grow microbial cellulose as well as the pigment eumelanin, marking the first time scientists have been able to grow a material and its dye simultaneously.



Image Credits: Imperial College London





Image Credit: Lies Mertens

METHODOLOGY

The research for this report was gathered from news articles and the websites and social media of next-gen innovators. Only collaborations/products featuring next-gen innovators from [MII's Innovator Master](#) List were included. Additionally, any products that were not from the year 2024, at least 30% bio-based, did not mimic an animal-derived material, or products blended with animal-derived materials (including recycled) were not included in our research.

Once the research was completed, the collaborations were sorted by biomimicry material (i.e. leather, silk, wool etc.).

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We'd also like to thank the leading next-gen material companies, industry stakeholders, and investors for their generous input and support.

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