



MATERIAL
INNOVATION
INITIATIVE



BRAND ENGAGEMENT WITH
NEXT-GEN MATERIALS:

2022

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FOREWORD

Next-gen material innovators continued to iterate and scale in 2022. We saw some remarkable collaborations and progress. We learned that brands are truly seeking alternatives to the current unsustainable products. Considering how few innovators were scaled in 2022, we found this year to be impressive. A tip of the hat to those trail blazers and collaborators.

It was exciting to see global brands like Adidas take one of their best-selling old school sneakers, the “Gazelle”, and collaborate with Gucci’s biobased Demetra leather alternative.

Fashion is generally risk averse, so this speaks volumes and could possibly be a lesson in how to design into this new class of materials.

Lenzing killed the game with the most collaborations from bridal gowns to furry booties and slides, they showed their versatility and willingness to meet brands on their turf when it comes to aesthetics and performance.

NFW’s plants-not-plastic credo garnered too many collaborations to count and proves that brands are seeking to reduce their impact on the environment when the right product comes to market.

If you’re paying attention, you know that we are living in a Material Revolution and it is growing rapidly. Innovators are re-inventing animal leather, fur, silk, wool and down and making them renewable and sustainable. Perhaps due to the environmental impact of industrial animal agriculture, most innovators tackled animal leather. So it makes sense that most of the collaborations in 2022 used next-gen leather for accessories, bags, small leather goods (slgs) and footwear.

That being said, we are seeing exciting developments and next-gen partnerships with furniture coverings and the auto industry!

Brands are seeking alternatives. They are ready to jump ship and join the next-gen material revolution, but they need fibers and materials that meet their performance, aesthetic and price points. Innovators will meet them there.



Nous Etudions x Adriano di Marti

NEXT-GEN INNOVATORS

REFERENCED IN THIS REPORT

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3M

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Ahasi Kasei
Ananas Anam

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Biophilica
Bolt Threads

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Coronet
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Cultthread

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Planet of the Grapes
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Portugalia Cork
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Spiber
SQIM

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Toray

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This report contains highlights of significant brand collaborations using next-gen materials in 2022. It is not an exhaustive list of products using next-gen materials.

ADRIANO DI MARTI COLLABORATIONS



DESSERTO

Everlane partnered with **Adriano Di Marti** for a capsule collection featuring bags made entirely from Desserto® cactus leather. The capsule is comprised of three different styles of bags (Small Hobo, Triangle Tote, and Sling) that each come in four colors (black, green, beige, and brown).

NEXT-GEN LEATHER



Nous Étudions

Winner of the LVMH Prize in 2020 and vegan brand Nous Étudions utilized Desserto® cactus leather for multiple jackets for their “NOT FOR HUMAN SPECIES” capsule collection.

Karl Lagerfeld

For the second year in a row, Karl Lagerfeld teamed up with model and activist Amber Valetta to release a sustainable capsule collection. This year’s collection features 6 bags, sneakers, and Karl Lagerfeld’s classic Odina biker jacket in Adriano Di Marti’s Desserto® cactus leather. What’s more, proceeds from the collection will be donated to the Ocean Cleanup Foundation.



Fossil x Smiley

Fossil together with Smiley released a limited-edition backpack and fanny-pack made from Desserto® cactus leather. Later on in the year, Fossil and Smiley collaborated again to release another collaboration featuring Desserto leather– this time releasing an entire capsule collection with four bags, wallets, and cardholders.



Balenciaga

For their Summer '22 Red Carpet Collection, Balenciaga utilized Adriano Di Marti’s Desserto® cactus leather for the men’s “Worn Out” bomber jacket.



Onitsuka Tiger

Japanese fashion brand Onitsuka Tiger reproduced their signature shoe in Desserto® cactus leather, dubbed the MEXICO 66™ CACTFUL sneaker. The sneakers are offered in five custom colors (white, purple, green, blue, and yellow).

GUCCI COLLABORATIONS



GUCCI

In early 2022 at Milan Fashion Week, **Gucci** debuted their Fall 2022 collection. Entitled “Exquisite Gucci”, the collection garnered a ton of media attention for the fashion house’s collaboration with sportswear brand Adidas. In the following June and September, Adidas and Gucci dropped their much anticipated collaborations. Inspired by retro athletic wear, the collections prominently featured footwear, with many of the styles featuring details crafted from Gucci’s Demetra leather alternative. Notably, the collaboration included multiple variations of Adidas’ cult classic Gazelle sneakers with Demetra accents.

NEXT-GEN LEATHER



At the Gucci Spring/Summer '23 fashion show "Twinsburg" at Milan Fashion Week, Italian film director Damiano D'Innocenzo (left) wore lace up boots made from green and black Demetra.

As part of Gucci's 2022 Pen & Writing Sets, Gucci released the Pen with Interlocking G case made from Demetra.



In celebration of the Chinese New Year, the Gucci Tiger collection was released. In this collection, Gucci released their first ever watch strap made with their proprietary Demetra leather alternative.



Gucci Off the Grid is the first collection derived from the sustainable Gucci Circular Lines initiative. The Off the Grid collection features luggage and travel accessories made from circular and sustainable materials, with Demetra utilized in the luggages' trim.



The Gucci Pet Collection featured an array of animal accessories made of Demetra leather, including airtag holders, collars, harnesses, leashes, waste bag holders, and feeding mats.





LENZING COLLABORATIONS

Lenzing

Innovative by nature

For their Haute Couture-inspired Marriage Fall/
Winter 2023 collection, **Viktor&Rolf** wove together
a sustainably sourced crepe with **Lenzing's**
TENCEL™ Luxe for use on four wedding dresses.

NEXT-GEN SILK



Viktor&Rolf

For their Haute Couture Spring/Summer 2022 collection entitled “Surreal Shoulder”, Viktor&Rolf utilized TENCEL™ Luxe in 6 different looks, including multiple gowns and button-up shirts.



Patrick McDowell

For his debut collection working with Lenzing, sustainable luxury fashion designer Patrick McDowell debuted his Spring 2023 Ready-to-Wear collection, “Marie Antoinette Goes to Liverpool”, at London Fashion Week. The collection is made solely from eco-friendly fabrics, including TENCEL™ Luxe and recycled materials.



Johannes Warnke

London-based fashion designer Johannes Warnke’s “WINDFARBE” collection utilizes all hand-dyed TENCEL™ Luxe as well as upcycled materials. The “Spiralstripe suit” pictured is made entirely of a TENCEL™ Luxe organza material.



Taneira

Indian ethnic-wear brand Taneira collaborated with Lenzing to bring to life “Vegan Visions”, a collection of vegan sarees made from TENCEL™ Luxe.

NEXT-GEN FUR



Ugg

For Ugg’s Autumn/Winter ‘22 Collection, aptly named the “Plant Power Collection”, Ugg released styles featuring plantbased materials like TENCEL™ Lyocell. They remade their viral “Fluff Yeah Fuzz Sugar” as well as “Fluff Yeah Clog” and “Fluff Yeah Slide”. The fur-like upper is composed of both TENCEL™ Lyocell and UNIFI® REPREVE recycled polyester fibers.



NATURAL FIBER WELDING™

Described as the “world’s first plastic-free, bio-based shoe”, plant-based streetwear brand **UNLESS Collective** released a sneaker in collaboration with **Natural Fiber Welding**. Named the Degenerate, the sneaker features Natural Fiber Welding’s MIRUM® in the mudguard, tip, and edging. What’s more, 95% of the shoe (by weight) is composed of materials from Natural Fiber Welding, including a PLIANT™ rubber outsole, TUNERA™ foam midsole, and a CLARUS® upper. Although designed to last, the Degenerate can be broken down and safely decomposed, and can be used as plant food, soil, or as feedstock for future Natural Fiber Welding products.



**NATURAL FIBER WELDING
COLLABORATIONS**

NEXT-GEN LEATHER



Camper

Natural Fiber Welding's MIRUM® made its footwear debut with Camper's Runner K21 sneaker (pictured bottom). The sneaker's upper is made up of MIRUM® and is available for both men and women in black and white colorways. Later on in the year, Camper released another collaboration with Natural Fiber Welding, this time recreating their Brutus ankle boot in MIRUM® (pictured top). Once again, the style is available in both black and white colorways.

MCQ

MCQ, a sub-brand of Alexander McQueen, released 10 MIRUM® jackets as part of their Grow Up Collection. Each jacket was custom painted by artist Kevin Emerson, and imbued with essential oils for an earthy aroma.



Allbirds

Allbirds released their first ever vegan, plastic-free "Plant Pacer" sneaker in collaboration with Natural Fiber Welding. Made of MIRUM®, the sneaker is available for both men and women and comes in three colorways (black, white, and green).

IWC Schaffhausen

Luxury watch brand IWC Schaffhausen collaborated with Natural Fiber Welding on "MiraTex", a 100% recyclable leather strap alternative made from MIRUM®.



H&M

For H&M's Innovation Stories' "Cherish Waste" collection, MIRUM® was featured in a studded bracelet and high heels.

For Fall/Winter '22, **Moncler Grenoble** (Moncler's ski wear label) released a collection of slope-ready high performance pieces made from innovative materials. The collection features jackets offered for both men and women insulated with **Primaloft®** Gold Active insulation. Also included in the collection is a collaboration with Reusch, a sporting goods company specializing in gloves, on two styles of gloves both insulated with Primaloft® Bio.



OUTERWEAR

NEXT-GEN DOWN



Devo Home

For their OPANCHA '22 collection, Ukrainian hemp textile producer Devo Home presented quilted coats, jackets, and vests insulated with hemp material.



RAINS x Thermore

Danish brand RAINS unveiled their Fall/Winter '22 collection, "SKYWATCHER", which featured their new "Block Puffer" outerwear insulated with Thermore Ecodown.



Save the Duck

Save the Duck expanded upon their outerwear offerings with their Fall/Winter '22 collection, featuring outerwear insulated with their in-house PLUMTECH® padding.

Edward Crutchley x Save the Duck

British menswear brand Edward Crutchley teamed up with Save the Duck for a high-performance, gender fluid capsule collection. The entirety of the collection is made from recycled materials, including Save the Duck's proprietary PLUMTECH® insulation featured in the quilted styles.



United Pets x Save the Duck

In celebration of World Animal Day, Save the Duck and Italian pet accessories brand United Pets released a capsule collection of pet outerwear featuring Save the Duck's PLUMTECH® insulation.



NEXT-GEN LEATHER



Balenciaga x Sqim

At Paris Fashion Week, Balenciaga debuted a floor-length coat made from Sqim's leather alternative EPHEA™ as part of their Autumn/Winter '22 collection. This coat is the first commercially available product made from Ephea and is available for purchase in select Balenciaga stores across the globe.

D-house laboratorio urbano x Sqim

In collaboration with D-house laboratorio urbano, an innovation hub from luxury fashion manufacturer DYLOAN, Sqim released a capsule collection made of Ephea™. The collection includes four unique ready-to-wear jackets, all of which are prototypes to be presented to different luxury brands and advisors.



NEXT-GEN FUR



Apparis x Ecopel

For the second year in a row, Apparis released a plant-based capsule collection featuring Ecopel's Koba® faux fur in a range of jackets, coats, and accessories.



Vince x Ecopel®

In collaboration with fashion brand Vince, Ecopel unveiled a prototype jacket made from Ecopel's Koba® and Gacha® faux fur, as well as Seaqual initiative's UMI faux camel fur made from ocean waste.



Maison Atia x Ecopel®

For their Autumn/Winter '22 collection, NYC-based luxury faux fur brand Maison Atia released jackets and coats made from Ecopel's Koba®.

Zara partnered with textile manufacturer and innovator **Evrnu** for a capsule collection featuring Evrnu's proprietary NuCycl® Lyocell material made from 100% cotton waste. The collection features two oversized collared shirts and wide leg trousers for women made from NuCycl®, and is available worldwide on Zara's website and in select retail locations. This collection is a part of Inditex's Sustainability Innovation Hub, an "an open-innovation platform that works alongside start-ups, academic institutions and tech centers to promote and scale innovative initiatives for new materials, technologies and processes that reduce the environmental footprint of fashion products and help in the advance towards more sustainable and circular solutions.



APPAREL

NEXT-GEN SILK



YUIMA NAKAZATO x Spiber

During Paris Haute Couture Week, Japanese fashion brand YUIMA NAKAZATO showcased their Fall/Winter '22 collection featuring Spiber's Brewed Protein™.



ettitude

Sustainable home brand ettitude released loungewear made from their proprietary CleanBamboo® material.



Lee Mathews x Nanollose

Nanollose, in collaboration with Birla Cellulose, presented their first ever garment made from Tree-Free Nullarbor™ lyocell at the Copenhagen Global Fashion Summit. The concept garment was designed by Australian fashion designer Lee Mathews.



NEXT-GEN WOOL

Mirth x Faborg

Indian fashion brand Mirth used Faborg's WEGANOOL™ material to make their "Hyannis Top."



ACCESSORIES

Luxury brand **Senreve** developed Vegan Terra Leather in collaboration with **Modern Meadow**, a leather alternative made from 100% plant-based proteins and biopolyurethane. The Vegan Terra collection features three styles and five color options.

NEXT-GEN FUR



Tom Van der Borcht x Ecopel

Fashion designer Tom Van der Borcht created bags made from Ecopel Koba® fur.



Apparis x Ecopel

For the second year in a row, Apparis released a plant-based capsule collection featuring Ecopel Koba® faux fur in a range of jackets, coats, and accessories.

NEXT-GEN LEATHER

Everlane x Modern Meadow

Everlane's popular Day Market Tote got a plant-based makeover with Modern Meadow's BioFabbrica Bio-Tex™ material. The bag comes in three colorways (black, chocolate, and brandy) and also features Lenzing™ viscose backing.



Meng Du x Planet of the Grapes

Chinese designer Meng Du chose Planet of the Grapes' proprietary grape leather alternative for her conceptual Unwasted collection. The collection includes two grape leather bags, one resembling a plastic milk carton and the other a tin can.

NEXT-GEN LEATHER



Stella McCartney x Bolt Threads

After five years of testing, Stella McCartney finally released their Frayme bag made from Bolt Thread's Mylo™ mushroom leather. This marks both Bolt's first luxury and commercially viable bag made from their leather alternative. The bag had a limited release of 100 bags available to purchase.

Stella McCartney x Vegea

For their Winter 2022 collection, Stella McCartney introduced the "S-Wave shoulder bag", which is partially made from Vegea's grape waste leather alternative.



Dylan Kain x Vegea

Luxury accessories brand Dylan Kain released a vegan bag collection featuring two styles made from Vegea's grape leather alternative.

NEXT-GEN LEATHER



Zara x Ananas Anam

Zara released a collection spotlighting Piñatex® in a range of sneakers, sandals, and accessories for men, women, and children. The bags feature metallic stripes of Piñatex®.

Ganni x Bolt Threads

As part of Scandinavian luxury brand Ganni's initiative to phase out leather from their collections by the year 2023, they collaborated with Bolt Threads to launch a bag and wallet made from Mylo™ mushroom leather alternative.



Allen St. x Mycoworks

Leather accessories brand Allen St. released 6 different pieces made from Reishi, including a wallet, card holder, laptop, key sleeve, crossbody bag, and tote bag. This collection marks the first time a Reishi product is available in Europe.

The IET x Hype x Biophilica

In a quest to inspire younger generations about the future of technology and fashion, The IET (Institution of Engineering and Technology) collaborated with fashion brand Hype and Biophilica (who won The IET/Fashion District Manufacturing Futures Innovation Challenge the year prior) to release a prototype of the "world's first biodegradable school backpack." The backpack is made of Biophilica's TreeKind™, and is a part of the launch of IET's "Backpack of the Future" competition.



NEXT-GEN LEATHER



Pala Nusantara x Mycotech Lab

Pala Nusantara collaborated with Mycotech Lab to create the Obligat watch strap, a smart watch compatible strap made from Mylea™.

Mondaine x Vegea

Swiss watch brand Mondaine collaborated with Vegea to release vegan leather watch straps as part of their Classic Collection. The straps are available in both black and brown and can be paired with a variety of watch cases.



ID Genève x Biophilica

Luxury Swiss watch brand ID Genève partnered with Biophilica to make watch straps made entirely from Treekind®.

T10 Bespoke x Mycoworks

T10 Bespoke, a brand that specializes in “miniature bespoke hearable jewelry,” released their limited edition collection “T10 Bespoke x Made with Reishi™” with Mycoworks. Only 6 of the miniature hearable computers were produced, of which Reishi™ is used to embellish the charging case necklace.



H&M x Newlight Technologies

For H&M's Innovation Stories' “Cherish Waste” collection, H&M designed a necklace, bracelet, and earrings featuring a heart pendant made from Newlight Technologies AirCarbon®.

NEXT-GEN LEATHER



Nick Fouquet x Mycoworks

Luxury hat maker Nick Fouquet debuted “The Reishi™ Collection” with Mycoworks, releasing three different hats. The collection includes a bucket hat made from 100% Reishi™, a straw hat with a Reishi™ band, and a suede felt hat adorned with a Reishi™ band and binding.



FOOTWEAR

Sportswear brand **Saucony** released a sustainable footwear capsule, the “Saucony RFG Pack”, featuring **Ananas Anam’s** Piñatex® leather alternative. The capsule remakes three existing models from Saucony’s portfolio, including the Jazz Court, Shadow 6000, and Jazz 81. The uppers of each shoe are made of Piñatex® overlays and a partially plant-based mesh material.

NEXT-GEN LEATHER



Twoobs x Ananas Anam

Australian footwear brand Twoobs released a limited-edition collaboration with Ananas Anam, recreating four different sandals with Piñatex® uppers. This collaboration is a return to form for Twoobs who in 2020 discontinued making their metallic footwear because of environmental concerns.



Piferi x Coronet

Vegan luxury footwear brand Piferi launched multiple collections this year, including a bridal and cruise collection, featuring Coronet's BIOVEG-certified Bio Vegan Nappa. Piferi uses BioVeg in the construction of a wide variety of shoes, including heels, sandals, boots, and more.



Zara x Ananas Anam

Zara released a capsule collection spotlighting Piñatex in a range of sneakers, sandals, and accessories for men, women, and children. The upper portion of the sneakers and sandals are constructed with Piñatex®.

NEXT-GEN LEATHER



Golden Goose x Coronet

In April, Coronet and Golden Goose announced the launch of the first ever Italian co-action platform for sustainable fashion, called Yatay. Along with this announcement, Golden Goose released their first collaboration with Coronet: the Yatay Model 1B sustainable sneaker. This sneaker has an upper made from Yatay B, a leather alternative from Coronet currently only available to Golden Goose.

PHILÉO x Vegatex

PHILÉO debuted their “018C FUTURMOC” sneaker with an upper made from Vegatex®’s leather alternative.



PANGAIA x Vegea

PANGAIA and Vegea first collaborated in 2020, releasing sneakers made from Vegea’s grape waste leather alternative. This year, they expanded upon their collaboration, releasing three new colorways: baby blue, navy, and pistachio.

Paio Shoes x Malai

Vegan footwear brand Paio Shoes released their “Coco Cut” collection featuring 8 different designs of heels, sandals, and flats with Malai coconut leather as the upper material.



NEXT-GEN LEATHER



Issey Miyake x Magarimono x Toray

Experimental fashion brand A-POC ABLE by Issey Miyake, along with Magarimono, debuted their collaborative "TYPE-III Magarimono project" sandals. The sandals are 3D printed and feature uppers made from Ultrasuede®.

Mink

Materials and luxury vegan brand Mink debuted a heel prototype made with their new in-house, bio-based leather alternative.



NEXT-GEN FUR

Ugg x Covation Bio

Ugg's "Fluff Momma Sugar Collection" features three new plant-based styles, the "Fluff Momma Sugar" boot, tasman, and slide. The upper of each model is made from Sorona® fibers, with TENCEL™ Lyocell and UNIFI® REPREVE also featured in the lining.





HOME

Albert Potgieter released the “Redemption” dining chair upholstered with **Fruitleather Rotterdam’s** mango leather.

NEXT-GEN LEATHER



Adam Otlewski x Fruit leather Rotterdam

New York City-based furniture and lighting designer Adam Otlewski released "Series 01 Vegan Floor Lamp", featuring lampshades made of Fruit leather Rotterdam's proprietary mango leather.

Meno Home x Adriano Di Marti

Sustainable furniture design Meno Home released their "Brut Cactus Leather Capsule" consisting of three stools all upholstered with Desserto® cactus leather.



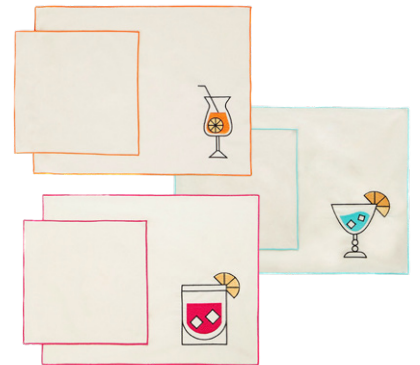
Cococo Home x Portugalia Cork

Cococo Home designed their "Cork Belmont Sofa" from cork leather provided by Portuguese cork company Portugalia Cork.

NEXT-GEN SILK

8 by Yoox x Orange Fiber

After winning the Vogue Yoox Challenge, Orange Fiber was chosen to collaborate with YOOX on the brand's first ever homeware collection. The 8 by Orange Fiber capsule collection consists of four napkins and four placemats made from a cotton and Orange Fiber blend.



Jacaranda x Lenzing

UK brand Jacaranda released the world's first collection of handwoven carpets and rugs made from 100% TENCEL™ lyocell. The collection is titled "Seoni" and features 12 different shades.



AUTOMOTIVE

After 18 months of development, **Mercedes-Benz** unveiled the “world’s most efficient vehicle”, the electric Vision EQXX concept car. Although only a prototype, the EQXX features an impressive array of next-gen materials in its interior. The majority of the white upholstery on the seats, console, and steering wheel is made from **Adriano Di Marti’s** Deserttex™ cactus leather. The perforated seat inserts are made from **Bolt Thread’s** Mylo™ mycelium leather. For the door release pulls, **AMSilk’s** Biosteel was used. Finally, **Miko’s** Dinamica® suede alternative is used to detail the steering wheel, door panels, and headliner.

NEXT-GEN LEATHER



Unplugged Performance x von Holzhausen

Unplugged Performance, a tuning shop specializing in Tesla vehicles upgrades, partnered with von Holzhausen to offer bespoke Teslas upholstered with von Holzhausen's Banbū leather. The customization is available for both new and existing Tesla vehicles, and on a variety of models, including the Tesla Model S, Model 3, Model X, and Model Y.

Bentley x Miko

Bentley expanded upon the Continental GT and Flying Spur models with the launch of the S Range, new models focused on driving performance and visual aesthetics. For the upgraded interior, Bentley chose Miko's Dinamica to upholster the seats, wheel, and gear lever.



Asahi Kasei x Miko

Japanese company Asahi Kasei presented their concept car, the AKXY2, at the K 2022 in Germany. The interior of the car is upholstered in Miko's Dinamica.

Volvo

For the all-new Volvo EX90, Volvo offers an interior crafted with Volvo's own leather alternative material, Nordico. Currently, the EX90 can only be reserved, and will be available for purchase beginning in 2024.



ADDITIONAL COLLABORATIONS

Desserto

Amaré Antwerp
CATANA
G.H. Bass
H&M
Santos by Monica
Vederwerk
Vegtus
Nelson Made

Lenzing

Bella Dahl
Everlane
FARM Rio
Flavia la Rocca
H&M Studio
Hellessy
Huntsman
MUUN
Santos by Monica
Vivienne Westwood
Weave Home

Natural Fiber Welding

Bellroy
Brave Gentleman
Luxtra

Apparel

Next-Gen Leather

Budweiser APAC x Vegatex
Doublet x Mycotech Lab

Next-Gen Silk

Jamé x Ahasi Kasei
Luca Litrico x Ahasi Kasei
MagnoLab x Ahasi Kasei
Payal Pratap x Ahasi Kasei
YUIMA NAKAZATO x Spiber

Accessories

Next-Gen Leather

Apakabar x Mycotech Lab
Calvin Klein x Vegea
Green Hermitage x Malai Lambert x Vegea
Tommy Hilfiger x Vegea

Footwear

Next-Gen Leather

Ahinsa Shoes x Malai
Calvin Klein x Vegea
Diadora 2030 x Vegea
Lerins x Vegea

Home

Next-Gen Leather

Courtney McLeod
Mathias Falkenstrøm x Beyond Leather
Studio Sanne Visser x Ananas Anam

Auto

Next-Gen Leather

ANA Green Jet x Toray
Forvia x Ananas Anam

Outerwear

Next-Gen Down

66° NORTH x Polartec
Askov Finlayson x 3M
Crew Clothing x Covation Biomaterials
Cultthread
Frank & Oak x Thermore
Helly Hansen x Primaloft
Hill House Home x Primaloft
Hugo Boss x Primaloft
J. Crew x Primaloft
Jack Wolfskin x Primaloft
Joe Fresh x Primaloft
Lululemon x Primaloft
Mackintosh x Save the Duck
Nike x Thermore
PANGAIA
PYRA x 3M

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**WANT TO ACCELERATE THE
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INDUSTRY?**

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ABOUT MII

The Material Innovation Initiative is a nonprofit think tank that accelerates the development of high-performance, animal-free, and environmentally preferred materials with a focus on replacing silk, wool, down, fur, and leather and their synthetic alternatives. We advance the next-gen materials revolution by connecting science and big ideas. We focus on research, knowledge-sharing, and fostering connections to fast-track the development of environmentally preferable and animal-free materials.

We work to cultivate a global market for next-gen materials across the fashion, automotive, and home goods industries. We work for materials that can do more while requiring less of the planet, animals, and people involved at every stage.

We imagine a circular future where the default choice for your sweater, sneaker, or seat is humane and sustainable. A future where animals are allowed to live free and thrive, the planet is saved from pollution and degradation, and workers are treated fairly and with respect.

Visit materialInnovation.org for more details.

Please consider a tax-deductible gift, or join us as a monthly-sustainer, and thank you.

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