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 trailblazers 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.
NEXT-GEN INNOVATORS
REFERENCED IN THIS REPORT

#
3M

A
Adriano Di Marti
Ahasi Kasei
Ananas Anam

B
Beyond Leather
Biophilica
Bolt Threads

C
Coronet
Covation Biomaterials
Cultthread

D
Devo Home

E
Ecopel
ettitude
Evrnu

F
Faborg
Flocus
Fruitleather Rotterdam

G
Gucci

L
Lenzing

M
Malai
Miko
MINK
Modern Meadow
Mycotech Lab
Mycoworks

N
Nanollose
Natural Fiber Welding
Newlight Technologies

O
Orange Fiber

P
PANGAIA
Planet of the Grapes
Polartec
Portugalia Cork
Primaloft

S
Save the Duck
Spiber
SQIM

T
Thermore
Toray

U
Ultrafabrics

V
Vegatex
Vegea
Volvo
von Holzhausen
# 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.
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).
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).
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.
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.
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.
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 Taneria collaborated with Lenzing to bring to life “Vegan Visions”, a collection of vegan sarees made from TENCEL™ Luxe.

Ugg
For Ugg’s Autumn/Winter ’22 Collection, aptly named the “Plant Power Collection”, Ugg released styles featuring plant-based 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.
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.
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.
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.
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.
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.”
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™.

etttitude
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.

Mirth x Faborg
Indian fashion brand Mirth used Faborg’s WEGANOOL™ material to make their “Hyannis Top.”
Luxury brand Senreve developed Vegan Terra Leather in collaboration with Modern Meadow, a leather alternative made from 100% plant-based proteins and bio-polyurethane. The Vegan Terra collection features three styles and five color options.
Tom Van der Borght x Ecopel
Fashion designer Tom Van der Borght 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.

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.
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.
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.
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.
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.
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®.
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 “01BC 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.
Issey Mayake x Magarimono x Toray
Experimental fashion brand A-POCABLE 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.

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.
Albert Potgieter released the "Redemption" dining chair upholstered with Fruitleather Rotterdam's mango leather.
**Brand Engagement with Next-Gen Materials: 2022**

**Adam Otlewski x Frutileather Rotterdam**
New York City-based furniture and lighting designer Adam Otlewski released “Series 01 Vegan Floor Lamp”, featuring lampshades made of Frutileather 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.

**8 by Yoox x Orange Fiber**
After winning the Vogue Yoox Challenge, Orange Fiber was chosen to collaborate with YOOX on the brands 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.
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.
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

**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

**Additional Collaborations**

- Desserto
  - Amaré Antwerp
  - CATANA
  - C.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
  - Weavve Home

- Natural Fiber Welding
  - Bellroy
  - Brave Gentleman
  - Luxtra
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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.