



Alternatives to Leather:

An exploratory study of **U.S. Consumer Perceptions**

WHITE SPACES

Material sub-categories with limited innovation

Next-gen silk

Next-gen fur

Next-gen wool

Next-gen down



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Next-Gen Materials Lookbook

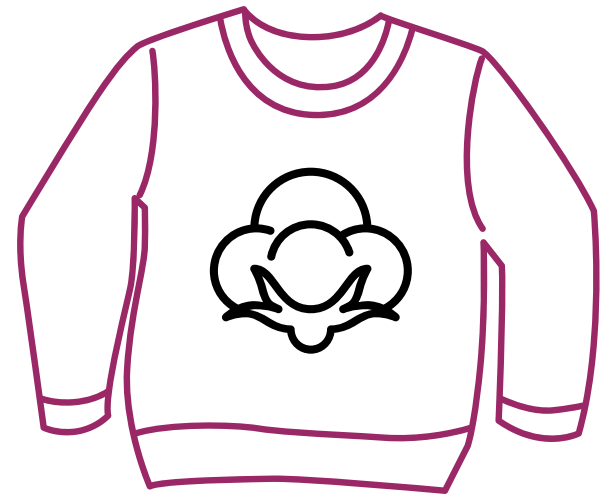
June 2024

Wool creates
27 times more GHG emissions
than cotton
for the same sweater



**Australian
Merino Wool**

12.81 CO₂ eq



**Australian
Cotton**

476g CO₂ eq



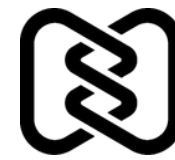
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Beyond Polyester

100% Bio-Based Synthetic Fibers



leather facts



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The global leather goods market
is worth around
US \$250 Billion



Animal skins are a
valuable economic co-product
of the meat industry,
not a by-product.





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FUR



KEY FACTS

SWIPE TO LEARN MORE





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highly toxic chemicals banned
in Europe are used in fur
processing.



Residues at illegal levels have been found
in finished fur products.



WANT TO KNOW MORE?

CHECK OUT THE FULL BLOG POST
[LINK IN BIO]



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